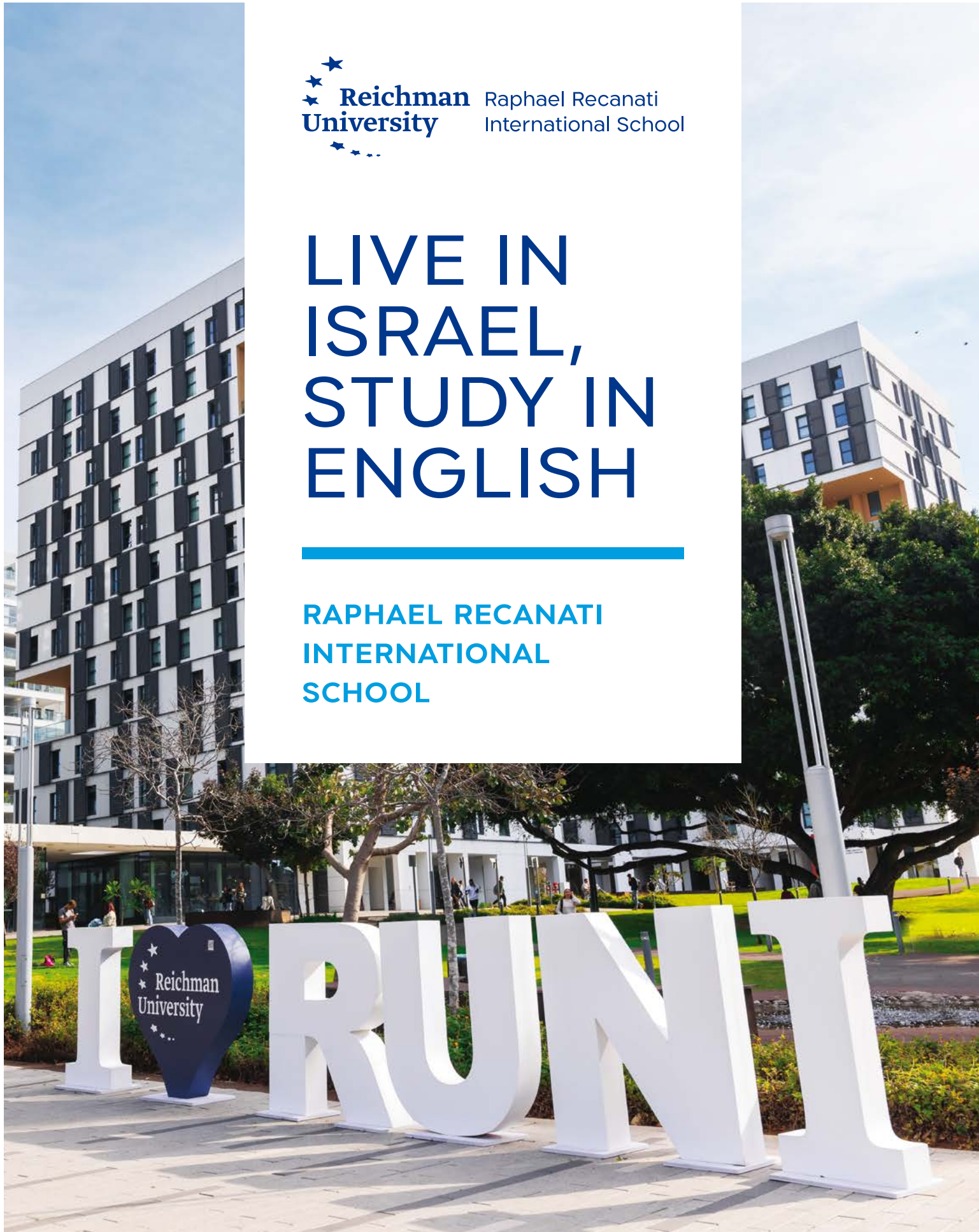


LIVE IN ISRAEL, STUDY IN ENGLISH

**RAPHAEL RECANATI
INTERNATIONAL
SCHOOL**



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REICHMAN UNIVERSITY FAST FACTS

There are over **8,500** students at Reichman University and over **2,500** students at the Raphael Recanati International School. Students from **90+** countries make up 1/3 of the Reichman University student body.



Established in 1994
by President and Founder
Prof. Uriel Reichman



Over **40,000**
graduates worldwide



Israel's first and only
private university



The Adelson School of Entrepreneurship
is the first school in Israel to award a
full academic degree
in entrepreneurship



Over **3,200** positions
are posted through the Career
Center yearly



Over **1,200**
companies founded by Reichman
University alumni worldwide



Ranked **No. 1** in Israel for our
support of **IDF reservists**



Over **48** research institutes
[www.runi.ac.il/en/
research-institutes/](http://www.runi.ac.il/en/research-institutes/)



More than **120** exchange
programs with leading universities
around the world



Ranked **No. 1**
in **student satisfaction** in Israel



22 unicorns founded by
Reichman University alumni



Over **400** lone soldiers
studying for full degrees



Reichman University operates a **radio station**
at frequency 106.2 FM, where students from all schools broadcast in both
Hebrew and English <https://1062fm.co.il/en/>

**REICHMAN UNIVERSITY:
THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL**



OUR

UNDERGRADUATE

DEGREES

SINGLE MAJOR

BA BUSINESS

ADMINISTRATION

BA COMMUNICATION

BA PSYCHOLOGY

BA GOVERNMENT

BSC COMPUTER
SCIENCE

DOUBLE MAJOR

BA BUSINESS

ADMINISTRATION AND
ECONOMICS

BA ECONOMICS AND
ENTREPRENEURSHIP
WITH DATA SCIENCE

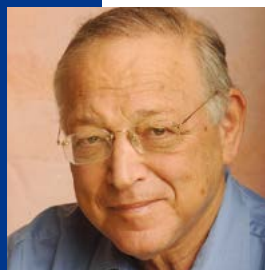
BA ENTREPRENEURSHIP
AND SUSTAINABILITY
(CLIMATE TECH)

BA ENTREPRENEURSHIP
AND BSC COMPUTER
SCIENCE

BA ENTREPRENEURSHIP
AND BUSINESS
ADMINISTRATION

FREEDOM AND RESPONSIBILITY

We believe that future leaders should be trained to cope with the 21st century's challenges. This will ensure that the waves of change carry you forward, and do not bring you down. To our alumni, I say: Go out and fulfill your aspirations. But remember that, as you succeed, you have a responsibility to those who cannot help themselves, as well as to our society and country. Alongside personal freedom, there is social responsibility.



PROF. URIEL REICHMAN

Founding President and Chairman of the Board of Directors, Reichman University

Dear Prospective Students,

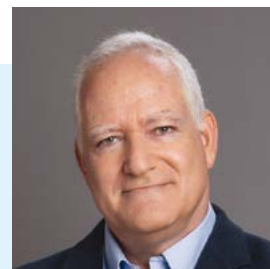
As you embark on your journey to find the perfect academic institution for your chosen career, I am excited for the opportunity to introduce you to Reichman University.

Reichman University was founded on the belief that education should be about more than just academic achievement. It should also be about personal fulfillment and the best possible preparation for your future career, all under the motto of liberty and responsibility. Our goal is to provide you with a top-notch academic education that prepares you for a successful future.

At Reichman University, we go beyond traditional academic education and believe that interdisciplinary studies are essential to prepare our students for the global workforce. We aim to be a vanguard in the different academic disciplines we teach, combining academic excellence with a practical approach.

As such, we offer a multidisciplinary education that allows our students to develop a range of skills and perspectives, enabling them to tackle complex problems and contribute to society. Our student body comes from all over the world, creating a diverse and inclusive learning environment that fosters cross-cultural understanding and collaboration.

We are also deeply committed to our community and heritage and are looking for ways to make a positive impact on the world around us. Whether it's through research that addresses real-world problems or by educating the 21st century's next leaders, we are dedicated to making a difference.



At Reichman University, we are committed to innovation in research and teaching. Our research centers, labs, and institutes focus on cutting-edge fields and strive to make significant contributions to knowledge creation and transfer. We also emphasize innovative teaching methodologies, incorporating new technologies and teaching practices to provide our students with an engaging and dynamic learning experience.

We prioritize academic excellence and critical thinking, and believe that now, more than ever, education should empower students to explore and question the world around them, enabling them to become informed and active citizens.

We are confident that our approach will prepare you to become leaders and agents of positive change in society, and we invite you to join us in our mission.

Sincerely,

PROF. BOAZ GANOR

President, Reichman University



OUDI RECANATI

Chancellor
Reichman University

At the beginning of each academic year, especially this year, following three very difficult years, I am always amazed to see our freshman students. Hailing from over 90 countries, they arrive at the Raphael Recanati International School, full of promise and ambition. Three years later, I have the pleasure of hosting these same students at our home, and I am equally amazed by the growth and maturity they exhibit, their knowledge of Israel and its history, and their understanding of the miracle of the Zionist dream. These young men and women are the future leaders of Israel and of the Diaspora, equipped with the tools and knowledge to excel wherever life takes them.

I feel very fortunate to be part of this outstanding academic institution, which fills me with pride and hope for the future of Israel and the continuity of the Jewish people.

RAPHAEL RECANATI

(1924–1999)



Raphael Recanati, after whom Reichman University's Raphael Recanati International School is named, was the founder and chairman of the Overseas Shipholding Group and chairman of Israel Discount Bank from 1982 to 1986. He and his brothers, Danny and Jacques, founded the IDB Group and continued to develop it until his passing in 1999.

All three brothers were instrumental in developing industry, transportation, high-tech, and the financial sector in Israel, with the goal of growing businesses that were in the interest of the struggling new nation headed by David Ben-Gurion and Minister of Finance Pinchas Sapir. Born in Salonika (now Thessaloniki), Greece, Raphael Recanati immigrated to Israel with his family in 1935 and later joined the Palmach and the Haganah. He served as an emissary in Egypt during Aliyah Bet (clandestine immigration).

Throughout his lifetime, Raphael Recanati proved to be a steadfast philanthropist in the areas of medicine, education, and culture. This included contributing substantially to the development of Rabin Medical Center, Tel Aviv University School of Business, Ben-Gurion University School of Nursing, and other institutions throughout Israel. In the United States, known beneficiaries of his generosity include the Beth Israel Medical Center, the Recanati/Miller Transplantation Institute at Mount Sinai Hospital, and the UJA Federation of New York, among many others. Raphael Recanati was survived by his wife Dina z"l (born Hettena) and two sons: Michael, who passed away in 2015, and Oudi.

AN INVITATION FROM THE HEAD OF THE SCHOOL

JONATHAN DAVIS

Vice President of
External Relations
Head, Raphael Recanati
International School



Throughout the past year, Reichman University has achieved remarkable distinctions, earning first place in two prominent national surveys. Our university proudly stands at the forefront in the State of Israel, leading all universities and colleges in terms of student satisfaction. Additionally, in another survey, we secured the top spot in the country for our exceptional support for reservists, many of whom have bravely served in defense of our beloved nation. Furthermore, in a survey conducted by Pitchbook, Reichman University earned the esteemed rank of sixth in the world for excellence in entrepreneurship in universities for less than 15,000 students.

At the heart of our institution lies the Raphael Recanati International School, where academic excellence, entrepreneurship, and tender love and care converge under the guidance of our dedicated staff. With unwavering commitment, our team stands ready to support our students through every challenge and triumph. Home to 2,500 international students hailing from 90 different countries, we proudly claim the title of the largest international university in the State of Israel. The rich tapestry of interactions, networking opportunities, and interpersonal relationships cultivated here adds immeasurable value to the educational experience.

Our professors, who are graduates of renowned universities worldwide, impart the finest undergraduate and graduate academic skills. They embrace an open-door policy, recognizing each student as a valued partner in the pursuit of knowledge and growth.

Embedded within our mission statement are humanistic Zionist values rooted in a steadfast commitment to the principles outlined in our Declaration of Independence. We stand unwavering in our support of the Jewish and Democratic State of Israel, guided by the belief that it is a nation forged "by the people, for the people, with the minority in mind." These values echo the enduring legacy of visionary leaders such as Herzl, Jabotinsky, Ben Gurion, and Menachem Begin.

Embark on a captivating journey with us – one that equips you with the tools necessary for a successful future and empowers you to hit the ground running upon graduation. Welcome aboard, and we eagerly anticipate your presence on our campus.

STUDENT SERVICES AND BENEFITS

At Reichman University, students are at the heart of everything we do. From enrollment through graduation, they receive ongoing support and guidance to help them thrive academically and personally and ensure a smooth transition into the job market. We prioritize direct and meaningful communication, offering our students personalized attention, high-quality services, and state-of-the-art teaching facilities. With an open-door policy and a strong commitment to student success, our faculty and staff are always accessible, providing the tools and resources students need at every stage of their academic journey.

● PEER COUNSELORS

Some of Reichman University's distinguishing characteristics include the personal attention afforded to students and the family atmosphere on campus. As part of this, first-year students are assigned a peer counselor, a second- or third-year Israeli student, who is tasked with helping them acculturate to Reichman University and Israel. The peer counselor's role is to provide a "soft landing" and accompany the new students throughout their first year of studies. Besides offering academic guidance and personal and social support to the students, the peer counselors assist them with their absorption in Israel and help bridge the multi-cultural gaps.

● ORIENTATION WEEK

One of Reichman University's most innovative and important services is a week-long orientation for first-year students. Orientation Week is designed to make students' entry into the academic environment as smooth as possible. The orientation program allows new students to meet one another, get acquainted with the academic and administrative staff, check out the campus facilities, and engage in lectures and discussions. It includes various social activities, informational sessions regarding administration, the use of campus facilities, and a full-day excursion that is pure fun!

Participation in Orientation Week is mandatory for all first-year students.

● THE STUDENT UNION

This body represents all students at Reichman University and comprises hundreds of student volunteers. Its activities focus on three main levels: handling and representing students in academic matters, ensuring the welfare of students on campus, and promoting student initiatives and projects. Among other things, the Student Union includes dozens of social and professional clubs created to benefit students on campus.

Among the services offered by the Student Union are: assistance in dealing with academic problems for reservists, representatives, and coordinators of the different tracks; a delegation to Poland for Hebrew and English speakers; representation in university disciplinary committees; an enriching network; scholarships and administrative services; production of some of the largest cultural events in these students' world; promoting the environment and sustainability; ongoing welfare; lending calculators and a dictionary and more.

● DEAN OF STUDENTS

Dr. Adi Koll, the Dean of Students, deals with various general and personal problems students may face, working to solve them in the best possible way. The Dean is responsible, among other things, for need-based scholarships for Israelis and students with learning disabilities; and other populations with special needs; caring for and assisting students serving in the reserves in maintaining their rights throughout their studies; psychological services; the Center for Accessibility and Fostering Study Skills; addressing students' personal (rather than academic) problems; social activities; and involvement and contribution to the community, through a variety of projects in various fields.

● THE LEAH AND ITZHAK SHECHTER CENTER FOR PSYCHOLOGICAL COUNSELING SERVICES

The Reichman University Psychological Service promotes student mental health and well-being through professional care. Resident psychologists provide professional, individualized counseling in both scholastic and personal matters—from problems related to social integration and learning disabilities to personal conflicts and crises. All counseling is kept strictly confidential. We also refer to outside resources if more specialized/prolonged treatments are needed.

For more information:

<https://www.runi.ac.il/en/students/dean/psy-service/>

● THE LEA AND NAFTALI BEN-YEHUDA ACCESSIBILITY & STUDY SKILLS CENTER

The Lea and Naftali Ben-Yehuda Accessibility & Study Skill Center assists students recognized by the Dean of Students as having learning challenges, attention deficit disorders, physical, emotional, sensory, or cognitive disabilities, or temporary or permanent medical issues that have functional repercussions on their studies.

Academic learning strategies:

1. Learning how to learn - free modular training units developed specifically for students at Reichman University
2. Teaching learning skills - one on one
3. Academic accessibility counseling - one on one

Accommodations and accessibility due to medical disabilities: Every student can receive the accommodation they need. Applications are to be submitted by the date advertised on the [web page](#) and in student announcements. We recommend applying as soon as possible.

Students are most welcome to join activities during the semester. You can read more information on our website: <https://www.runi.ac.il/en/students/accessibility>

For more, please refer to our web page, send an email to negishut@runi.ac.il or call us on +972-9-9602738.

● CAREER CENTER

The Career Center is dedicated to preparing students to enter the job market, helping them navigate their career paths and find employment opportunities through counseling, placement, and informational services. Its services are tailored to the specific needs and challenges of students and alumni within each of Reichman University's schools, according to their respective markets.

These services include personal career counseling and assistance (including one-on-one LinkedIn sessions), instruction on AI-relevant tools, lectures and workshops on job-seeking strategies, resume enhancement, interview prep and more. In addition, the Career Center provides recruitment and networking opportunities such as job fairs, career weeks, and spotlight events. It also maintains an active list of hundreds of job openings in Israel for students and alumni.

For more information:

<https://www.runi.ac.il/en/career-center>

<https://www.facebook.com/groups/710557439037233/>

<https://www.linkedin.com/groups/1862147/>

● RUNI VENTURES

RUNI Ventures is an early-stage VC fund affiliated with Reichman University (RUNI), and recognized as one of the top VCs in Israel in 2024.

The fund invests in exceptional Israeli founders at the earliest stage of their journey - pre-seed and seed.

As a university-backed VC, the fund has exclusive access to Reichman University's innovation labs, venture creation programs, accelerators, and Israel's only entrepreneurship school (ASE).

RUNI Ventures backs and supports portfolio companies by providing them with unmatched resources to scale, including:

- Support from accomplished professors, domain experts, and serial entrepreneurs
- Professional recruitment services for interns and employees
- A co-working space in the vibrant city of Herzliya
- Exclusive access to our global network of partners, investors, post-exit founders and unicorn alumni
- A comprehensive package of business, legal, and financial services

www.runiventures.com

runiventures@runi.ac.il



This brochure was last revised in August 2026. For the most current version, please visit our website.

www.ris.runi.ac.il

SCHOLARSHIPS

Various scholarships and loan opportunities are available to Raphael Recanati International School students. Scholarships are awarded based on the candidate's background and/or status in Israel.

● RAPHAEL RECANATI INTERNATIONAL SCHOOL SCHOLARSHIPS

RRIS NEEDS-BASED SCHOLARSHIPS

The school provides scholarships based on financial need. Applicants must complete the online application form:

<https://www.runi.ac.il/en/schools/rris/admissions/undergraduate-admissions/financial-aid-and-scholarships/>

This form can be accessed with a student number, which applicants receive after they've been accepted to the school. Applicants are required to provide all the required information and documentation.

Only forms that have been completed in full will be considered. Please note that scholarship recipients who withdraw during the academic year will be required to return all or part of the funds awarded. Students who receive a scholarship are expected to perform 30 hours of community service over the course of the academic year (on- or off-campus) through one of the many organizations that cooperate with the RRIS.

MERIT SCHOLARSHIPS

The RRIS awards excellent students with merit scholarships based on their previous academic performance. Students do not apply for this scholarship—the RRIS Admissions Office will notify you if relevant. Students who receive a merit scholarship are expected to perform 40 hours of community service over the course of the academic year.

● STUDENT AID FOR US CITIZENS

FAFSA AND SALLIE MAE LOANS

US citizens are eligible to apply for FAFSA Stafford loans (as part of the Direct Loans Programs) and/or Sallie Mae loans. The deadline to apply for loans for the 2027-2028 academic year is **April 1st, 2028**. Our school code is **G40703**.

School name: Raphael Recanati International School.

For further information and to start the process, please email Rina Haller at our US office: rina@aforu.org.

● STUDENT AID FOR CANADIANS

SAP (STUDENTS ASSISTANCE PROGRAM)

Canadian students from all provinces interested in loans and grants from the Canadian Government can find information online at:

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

● MASA SCHOLARSHIPS

Masa is the global leader in immersive international career development and leadership experiences in Israel for young Jewish adults from around the world. Through a variety of long-term programs in Israel, Masa provides meaningful, enriching experiences to young Jews from various countries, backgrounds, levels of education, and fields.

Jewish tourists between the ages of 18-35 who have not been to Israel on a prior long-term program are eligible for grants and scholarships through the Masa Project. Please note: Masa is an independent initiative, and therefore, its criteria for evaluating funding requests may differ from those used to evaluate requests for Raphael Recanati International School scholarships. Once you make Aliyah, you are not eligible for this grant, so please check this out before making Aliyah!

More information and application forms at:

www.masaisrael.org

● OTHER SCHOLARSHIP OPPORTUNITIES

Various sources in the Jewish and general communities provide financial aid and scholarships to students pursuing academic degrees in Israel. We recommend that applicants check with their communities, non-profit organizations, and local Jewish federations and schools about the availability of such scholarships and their criteria. Many countries also have government-sponsored loan programs for students. Check with local government representatives for details.

See the following list for some of the many organizations that offer scholarships based on various criteria.

STUDENT AUTHORITY GRANT FOR OLIM

New immigrants can receive financial aid if they meet the criteria.

For more information:

https://www.gov.il/en/departments/topics/student_authority

FRIENDS OF THE IDF SCHOLARSHIP PROGRAM IMPACT

For IDF combat or combat-support veterans:

<https://fidfimpact.org/> (Hebrew)

HESEG FOUNDATION FOR FORMER LONE SOLDIERS

[HESEG Foundation](#) | [A philanthropic foundation](#) |

[Rothschild Boulevard 46, Tel Aviv-Yafo, Israel](#) (Hebrew)

MI-MADIM LE-LIMUDIM

www.hachvana.mod.gov.il

The Ministry of Defense's scholarship for released oleh/combat/lone soldiers. Applications are only open during the academic year. The scholarship is paid against presented tuition receipts.

JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)

www.jewishfederations.org

TELFED

Scholarship for students from South Africa. Contact the Jewish community of South Africa: www.telfed.org.il

PERACH

www.perach.org.il/Perach-a-National-program-for-social-impact

For full details about scholarships:

<https://www.runi.ac.il/en/schools/rris/admissions/undergraduate-admissions/financial-aid-and-scholarships/>

For other scholarship possibilities, contact our Financial Aid Department: rris.financialaid@runi.ac.il

ON-CAMPUS DORMITORIES

Reichman University students can enjoy a high standard of living in 750 fully-equipped residential units located in three 12-story towers on the Reichman University campus. The apartments are fully furnished to accommodate all the residents' needs. Each unit has heating and air conditioning, a private bathroom with a shower, a living area, and a kitchen equipped with a refrigerator, microwave, electric stovetop, and kettle. Each room has a TV, HOT cable, and WiFi. In addition, there are common laundry rooms with washing machines and dryers in each building.

The housing fee includes cable, WiFi throughout the entire building, municipality fees, maintenance, gardening, cleaning of shared areas, and security. It does not include electricity, cooling, or water.

The dormitory towers were planned and designed to meet green building standards. All floors have study areas that allow students to focus on their studies and maintain a vibrant social life. Skilled and experienced professional staff members maintain the dormitories and are available to the students on a daily basis. Security services operate 24/7.

In addition to the on-campus towers, there is also an option for apartments of four roommates with shared facilities, located just outside the campus.

Students can register online to live in Reichman University's dormitories. Once they confirm that they'll be attending Reichman University, they receive an email inviting them to register for the dorms by filling out a questionnaire and paying a \$100 USD registration fee.

For more information:

<https://www.runi.ac.il/en/students/dormitories/>

Please email any questions about the dorms to:

dorms@runi.ac.il

(Office hours: Sun-Thurs, 8:00 AM-4:00 PM)

THE CITY OF HERZLIYA

Reichman University is located in Herzliya, a city 10 kilometers north of Tel Aviv, along the Mediterranean coast. Herzliya is an ideal area for students, as it is located in the center of the country and has both train and bus services to all areas of Israel. The Reichman University campus is in a residential neighborhood with leafy, quiet streets and all the required amenities. Herzliya has malls, restaurants and pubs, concert halls, a downtown outdoor street mall with cafes and shops, parks and recreational facilities including jogging and bicycle paths, and, of course, a beautiful white-sand beach.

For more information:

www.herzliya.muni.il



SPECIAL PROGRAMS

● REICHMAN UNIVERSITY MILAB

The Reichman University Media Innovation Lab (milab) in the Sammy Ofer School of Communication is an academic research and prototyping lab that explores the future of human-computer interaction. Key research areas include social robots, tangible interfaces, mobile and wearable computing, ethics, UX/UI design, learning technologies, and biological interfaces. We work in interdisciplinary project teams that include experts in interactive media, computer science, design, and psychology. This enables our students to deal with complex challenges from different angles and perspectives. We focus on the relationship between digital technology and physical interaction, and are committed to keeping the human experience at the core of our innovation process.

At milab, we work closely with strategic industry sponsors and international research centers in the human-centered computing and media technology domains. Throughout the year, we conduct several joint projects with leading research laboratories around the world, among them the Media Lab at the Massachusetts Institute of Technology (MIT).

Milab also runs a unique MA degree in Human-Computer Interaction (HCI), the first of its kind in Israel.

For more information:

www.runi.ac.il/en/research-institutes/communication/milab/



● THE ZELL ENTREPRENEURSHIP PROGRAM

The Zell Entrepreneurship Program is a venture creation initiative for exceptional individuals to help shape Israel's next generation of business leaders. During the transformative year-long program, participants develop a business venture from concept to launch and boost their personal and professional development. The program combines a multidisciplinary approach and embodies a 'learning by doing' ethos, enabling participants to hone skills while creating their own startups.

Admission criteria for the Zell Entrepreneurship Program include demonstrated leadership ability, high academic standing, and experience in or familiarity with business or social entrepreneurship. Each year, the faculty selects up to 20 outstanding individuals out of hundreds of applicants. Nearly all Zell fellows have completed their undergraduate academic duties or are in their final year of graduate studies and are interested in extending their studies to participate in the Zell program.

Upon graduation, participants should have launched a venture, become a part of an international and local support network, and developed the confidence, resources, and mentorship needed to obtain their highest personal and professional development goals. The Zell journey is a lifelong commitment, extending beyond the program through the Zell alumni organization, which is dedicated to supporting alumni in their continuous personal and professional development.

The program was established thanks to a generous contribution from the late world-renowned entrepreneur Sam Zell. Over the past 25 years, Zell alumni have established over 190 companies, of which more than 90 are currently active. Over 30 companies have been acquired, and 5 have become listed companies. Collectively, these companies have raised \$6.5 billion and created 7,500 new jobs.

For more information:

www.runi.ac.il/en/special-programs/zell

The Zell Entrepreneurship Program



● THE ARGOV FELLOWS PROGRAM IN LEADERSHIP AND DIPLOMACY

Building on the legacy of former Israeli Ambassador Shlomo Argov z"l, the Argov Fellows Program acts as a leadership accelerator to prepare exceptional students from all Reichman University schools for future leadership positions in a wide range of fields, in Israel and overseas. The program accepts around 20 students from all Reichman University degree programs in their final year of studies. (It is also possible to participate in the program the year after completing a bachelor's degree.)

Through its challenging interdisciplinary curriculum, the Argov Program strives to give students the knowledge, tools, and skills needed to meet the many challenges Israel faces within the global arena. Conducted entirely in English, it combines academic training, practical skills workshops, and extensive experiential learning. The program's unique curriculum includes courses, seminars, and workshops by leading academic and professional experts from Israel and around the world, taught exclusively to Argov Fellows.

Students also participate in study tours to Europe, the United States, Taiwan, and throughout Israel. The fellowship year concludes with a public presentation of capstone group policy projects, in which the fellows propose their solutions to major policy challenges facing Israel and the Jewish people.

Upon graduation, fellows become members of the Argov Alumni Association. As the program enters its 20th year, over 400 Argov alumni are already making a difference around the world. Many of the program's graduates have gone on to participate in prestigious fellowship programs (such as Rhodes and Chevening), complete graduate programs at leading universities around the world, and hold key positions in the public, private, and nonprofit sectors, worldwide.

For more information:

www.runi.ac.il/en/special-programs/argov

● PUBLIC DIPLOMACY PROGRAM

The Public Diplomacy program is a first-of-its-kind honors program, combining high-quality, diverse, and innovative academic content with advanced practical training in the field of 21st century public diplomacy. Jointly offered by the Sammy Ofer School of Communication, the Lauder School of Government, and the Abba Eban Institute for International Diplomacy, the program provides third-year students with the opportunity to learn from leading scholars and senior professionals in public diplomacy from both Israel and abroad.

Under the leadership of Prof. Moran Yarchi, it integrates content from government, communication, and marketing courses to give students an in-depth understanding of the interdisciplinary diplomatic landscape and to equip them with the skills to navigate the challenges of today's Information Age.

Each year, the program welcomes some 20 honors students (both Israeli and international). In addition to extensive academic knowledge, the program offers various workshops that introduce students to practical tools for content creation, message promotion, and shaping public opinion in the digital age. A unique internship opportunity at Rise App allows students to apply these tools in a real-world setting. Rise App harnesses the power of communities to respond to antisemitism and anti-Israel expressions on social media, teaching students systematic crowdsource methods and effective online activism.

The Public Diplomacy Program works in collaboration with the Abba Eban Institute for International Diplomacy at Reichman University. This collaboration provides students with invaluable exposure to experts from the fields of business, media, civil society, and government, who not only share their know-how during hands-on workshops, but also create incredible networking opportunities for the students.

Taught entirely in English, the year-long Public Diplomacy Program ensures students receive a comprehensive and immersive educational experience.

For more information: www.runi.ac.il/en/special-programs/pd

● THE SHINE WEALTH PRESERVATION WORKSHOP

A Premier Gateway into the World of Private Wealth Preservation

The Shine Wealth Preservation Workshop is a pioneering program designed to introduce outstanding students to the complex legal, financial, and interpersonal dimensions of private wealth preservation. Spearheaded by Dr. Ramon Feldbrin and partners from the prestigious Michael Shine & Partners law firm and its affiliated family office, this first-of-its-kind workshop offers a select group of students from the Harry Radzyner Law School and the Raphael Recanati International School a unique opportunity to gain both theoretical insight and meaningful practical experience in this rapidly growing field. Participants explore essential wealth preservation strategies through engaging lectures, dynamic discussions led by leading experts, and immersive case studies. Core topics include family office operations, intergenerational succession planning, asset protection, private trusts, jurisdictional complexities, strategic tax optimization, and investment services. Beyond its academic and professional content, the workshop is an exceptional platform for building a robust professional networking and developing key interpersonal skills, providing students with a strong foundation for their future careers in private wealth, law, finance, and related advisory fields.

For more information: ramon.feldbrin@runi.ac.il

RAPHAEL RECANATI INTERNATIONAL SCHOOL



Ethel & Leonard Tigay Orientation Trip to the Negev for more than 500 new students.
Funding for this trip was provided by the Ethel and Leonard Tigay Family Cultural Education Program.



THE RRIS GLOBAL VILLAGE

2026-2027

30% OF THE STUDENT POPULATION AT REICHMAN UNIVERSITY ARE INTERNATIONAL STUDENTS.

RRIS IS THE LARGEST ACADEMIC ABSORPTION CENTER IN ISRAEL.

33%

NORTH AMERICA

Canada	79
USA	894

973

8%

LATIN AMERICA

Argentina	42
Brazil	44
Chile	12
Colombia	16
Costa Rica	4
Ecuador	3
Guatemala	2
Honduras	1
Mexico	22
Panama	33
Paraguay	4
Peru	4
Uruguay	9
Venezuela	27

223

23%
EUROPE

Austria	8
Azerbaijan	2
Belgium	49
Bellarus	6
Bulgaria	4
Cyprus	1
Czech Republic	4
Denmark	5
Estonia	1
Finland	1
France	148
Georgia	5

Germany	43
Greece	2
Hungary	3
Italy	54
Kazakhstan	3
Kyrgyzstan	1
Latvia	1
Luxembourg	3
Monaco	1
Netherlands	34
Norway	6
Poland	3

Portugal	1
Romania	6
Russia	81
slovakia	1
Spain	23
Sweden	4
Switzerland	39
Turkmenistan	1
UK	119
Ukraine	17
Uzbekistan	4

684

2%
ASIA & OCEANIA

Cambodia	1
Australia	22
China	8
Hong Kong	4
India	11
Japan	1
Philippines	1
Singapore	5
South Korea	2
Sri Lanka	1
Thailand	6
Vietnam	1

63

4%
AFRICA

Ethiopia	4
Kenya	2
Liberia	2
Nigeria	1
Seychelles	1
South Africa	122
South Sudan	3
Tanzania	1
Zimbabwe	1

106

30%
ISRAEL &
THE MIDDLE
EAST

Israel	865
Morocco	3
Turkey	13
United Arab Emirates	2
Egypt	1

884

SOCIAL & CULTURAL LIFE AT REICHMAN UNIVERSITY

The Raphael Recanati International School (RRIS) offers a wide variety of social and cultural activities to enrich student life on campus. All events are held in English, and most are open to students in the Hebrew tracks, to encourage integration between the Israeli and international students.



North Trip



Idol Live



October 7th Sites Tour

● FALL SEMESTER

- Orientation Trip
- Delegation to Poland
- Ambassadors' Club
- Content Shapers Workshop
- DJ Workshop
- Hannukah Candle Lighting Reception
- Jerusalem Hannukah Tour
- Tzahal 101 Information Session
- Exam Preparation Session for First Year Students



Hannukah Jerusalem Tour



Tazuz on Campus



International Festival

● SPRING SEMESTER

- Purim Megillah Reading*
- International Festival
- North Trip
- RUNI Idol Live
- Yad VaShem Tour
- Israel's Memorial Day Ceremony
- Lag B'Omer Event*
- Aliyah Information Session
- Shavuot Learning & Celebrations*

● YEAR-LONG ACTIVITIES

- Wellness Week
- Israel Culture Tours
- Shabbat Dinners on Campus*
- Sports Activities on Campus
- Jewish & Israeli Holiday Celebrations*
- Debate Team
- International Model UN Club
- Entrepreneurship Club
- Music Club
- Reichman University Dance Troupe
- Reichman University Band
- Reichman University Choir
- Reichman University Sports Units: Soccer, Basketball, etc.
- Daily Shacharit/Mincha/Maariv on Campus*
- Regular Gemara and other Shiurim*

* In collaboration with OU-JLIC

VISA & STATUS ASSISTANCE

Students are responsible for clarifying and establishing their status in Israel, and are welcome to 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 whether they must obtain an Israeli passport and deferment of military service, with the nearest Israeli embassy or consulate.

For students considering making Aliyah (immigrating to Israel): <https://www.jewishagency.org/aliyah/>, or from North America www.nbn.org.il

of intensive Hebrew instruction. Please note that **summer** Ulpan students are responsible for their own accommodation.

For more information:

<https://www.runi.ac.il/en/schools/rris/resources-services/summer-hebrew-ulpan/>

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 4,970 NIS* per academic year, 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 scheduled end of the program, unless a student notifies the school that they wish to cancel in writing.

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

LEARNING HEBREW – ULPAN

Hebrew is offered to RRIS students as an elective course for credit. Interested students take a placement test and are put into appropriate classes based on their test results. Classes are designed to help students feel comfortable speaking Hebrew.

In addition, Reichman University offers a five-week intensive summer Hebrew Ulpan, which allows Reichman University students to learn Hebrew during the summer vacation.

The Ulpan is run in conjunction with the Ministry of Education and the Ministry of Aliyah and Integration, and offers five levels of intensive Hebrew instruction. Please note that **summer** Ulpan students are responsible for their own accommodation.

For more information:

<https://www.runi.ac.il/en/schools/rris/resources-services/summer-hebrew-ulpan/>



STUDENT EXCHANGE PROGRAMS

The Raphael Recanati International School prepares students to play a role in global affairs. Reichman University offers exchange programs to its outstanding students at some of the world's leading universities and, in turn, hosts students from these universities on its Herzliya campus. Students enrolled in these exchange programs only pay tuition to their home universities.

Reichman University has over 120 Student Exchange Agreements with academic institutions worldwide, some of which are listed below:

COUNTRY UNIVERSITY

Argentina	Universidad Torcuato Di Tella (UTDT)
Austria	WU Vienna University of Economics and Business Lauder Business School University of Graz
Brazil	Pontifical Catholic University Rio de Janeiro (PUC) Getulio Vargas Foundation (FGV)
Canada	St. Francis Xavier University
China	Renmin University University of Nottingham Ningbo China (UNNC) Nottingham University (Ningbo Campus)
Croatia	Zagreb School of Economics and Management
Czech Republic	Charles University Masaryk University
Denmark	Copenhagen Business School (CBS)
France	Audencia Business School Dauphine University Paris Sciences Po (Paris, Menton, Dijon, Nancy, Poitiers, Reims and Le Havre) Institut Supérieur de Gestion (ISG)
Germany	Berlin School of Economics and Law (HWR Berlin) Technische Universität Darmstadt (TU Darmstadt) Heinrich Heine University Düsseldorf Frankfurt School of Finance & Management University of Konstanz Ludwig Maximilian University of Munich (LMU) University of Mannheim Technical University of Munich (TU Munich)

COUNTRY UNIVERSITY

Italy	Bocconi University LUISS Guido Carli University of Trento
Mexico	Anahuac University Mexico Instituto Tecnológico Autónomo de México (ITAM)
Singapore	National University of Singapore (NUS) Singapore Management University (SMU)
Spain	Abat Oliba CEU University (Barcelona) CEU San Pablo University (Madrid) Comillas Pontifical University
Switzerland	Franklin University Switzerland Zurich University of Applied Sciences (ZHAW)
Thailand	Chulalongkorn University
UK	Richmond American University London
USA	The George Washington University Washington University in St. Louis Emory University Cardozo School of Law - Yeshiva University University of Connecticut (UConn)
Uruguay	University of Montevideo
Vietnam	Royal Melbourne Institute of Technology Vietnam (RMIT Vietnam)

For a full list of our partner institutions, please see:

<https://www.runi.ac.il/en/global/outgoing-students>

STUDY ABROAD PROGRAM

ONE SEMESTER / ONE YEAR

Reichman University offers a comprehensive Study Abroad Program for students seeking a one-semester or one-academic-year residency in Israel. All coursework is conducted entirely in English and may count towards your home institution's major, minor, or elective requirements. Participants may select from a broad range of disciplines across the university's various schools. Please note that enrollment does not include courses or programs in the Efi Arazi School of Computer Science, entrepreneurship courses, seminars, honors classes, or workshops. This framework affords students the flexibility to curate a customized schedule that aligns with their specific academic goals and personal interests.

ENVISIONING THE FUTURE

● AI IMPLEMENTATION

At Reichman University, we believe higher education must evolve alongside the world it serves. We are embedding Artificial Intelligence (AI) across every degree, equipping students with advanced, field-specific tools that enhance how they learn, analyze, and create. Rather than treating AI as a standalone discipline, we integrate it as a core component of modern professional practice. This approach reflects our commitment to continuously adapting our academic structure to a rapidly changing world, preparing students to navigate and shape the future of their professions.

● MULTIDISCIPLINARY DEGREE IN SOCIAL SCIENCES: DESIGN YOUR OWN DEGREE (IN CONSTRUCTION)

"Design Your Own Degree" a new academic model that empowers students to shape a personalized academic journey. Built around a core discipline, this pathway will allow students to select courses across multiple fields, creating a curriculum aligned with their professional ambitions and intellectual interests. By fostering interdisciplinary learning, the program reflects our belief that complex, real-world challenges demand flexible and customized education. Currently in development, this initiative represents a forward-looking step we aim to implement in the near future.

● GOOGLE AND REICHMAN TECH SCHOOL

Launched in 2022, the Google and Reichman AI Tech School **is shaping** the future of Israel's tech ecosystem. Merging Reichman's academic prestige with Google's cutting-edge innovation, the school delivers **high-impact professional tech upskilling**, designed for the AI era. From foundational concepts to deep technological mastery, our programs empower diverse talents from all backgrounds to master **essential** AI skills and drive the next generation of Israeli tech industry.

● INNOVATION CENTER

The world's accelerated revolution in the fields of science and technology requires up-to-date and innovative academic frameworks that train students to face the changing reality. As part of the new multifaceted approach, an interdisciplinary technological and scientific research center has been established at our university's core, bringing together researchers and experts from various fields of knowledge under one roof and serving as fertile ground for unique creativity.

The joint work of researchers at the Innovation Center, led by Prof. Noam Lemelstrich-Latar, answers the need to reshape the social sciences field, encouraging entrepreneurship and innovation among students to respond to existing or future needs in society and industry. As part of the Innovation Center, students work on applied projects with those specializing in other fields and with industry partners. The Innovation Center led Reichman University to embark on research in life sciences with the establishment of the Scojen Institute for Synthetic Biology, led by Prof. Yosi Shachar Diamand, to become a part of the new Dina Recanati Medical School.

OUR STUDENTS

“We are living in remarkable times, marked by changes that impact our lives tremendously. As a university that trains future Israeli leaders, our mission has never been more important. We remain committed to uphold the principles of the Declaration of Independence and to nurture a generation that values personal freedom alongside national and social responsibility.”

Prof. Uriel Reichman,
Founding President and
Chairperson of the Board,
Reichman University

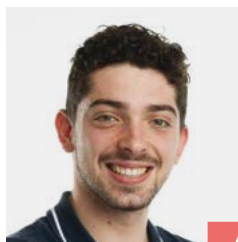


Elian Tetrushvili

Romania

BA Entrepreneurship & Business Administration

“What I love most about the RRIS is the combination of academic excellence and hands on learning experiences, which helps students develop practical skills and prepare for their future careers. The RRIS offers a welcoming international community, where people from all over the world can connect and build lifelong friendships, while also benefiting from campus life, clubs and student job opportunities. It has everything a student needs in one place to grow both professionally and personally.”

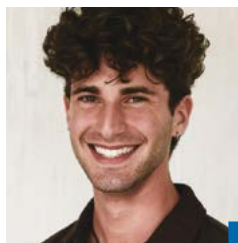


Adi Goldstone

UK

**BA Economics & Entrepreneurship with
Data Science**

“The RRIS is a welcoming community with a diverse mix of cultures that has introduced me to a plethora of new traditions and perspectives. They are so many people, staff and fellow students, who are there to help and support me with anything I need.”



Kai Tsalach

USA

BA Communication

“Traditional university systems often feel disconnected from reality, but Reichman thrives on a hands-on, interdisciplinary approach that clicked for me immediately. In the HCI track, instead of just sitting in lectures, I took workshops building prototypes and exploring unique and niche ideas like how cognitive psychology meets product design. Being encouraged to create projects from scratch instead of just studying theory gave me the innovative mindset and the practical tools I need to succeed.”



Danielle Sinay

USA

BA Entrepreneurship & BSC Computer Science

"After spending a few years in Israel, RRIS felt like the right place to continue growing both personally and academically. As an American, I really value being able to study in English while still building my life here. What I appreciate most about RRIS is the community: meeting people from all over the world, building connections, and being surrounded by opportunities to get involved and grow. It has helped me feel more confident, independent, and excited about what I want to pursue next."

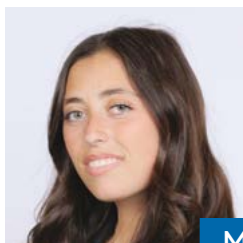


David Sarfaty

Venezuela

BSC Computer Science

"What I love most about studying Computer Science at Reichman University is the balance between academic challenge and personal growth. The program pushed me beyond my limits, strengthened my problem-solving abilities, and has helped me build meaningful friendships and valuable connections that I know will stay with me long after graduation."

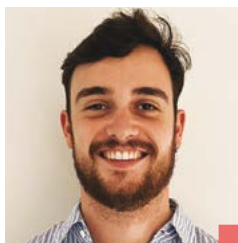


Mayane Alloun

France

BA Business Administration

"Coming to Reichman University was the best choice for me as an international student. It is a life-changing experience: I received an excellent education, but I also made friends and created unforgettable memories."

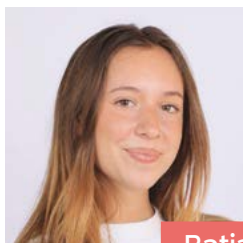


Elie Fischler

Belgium

BA Business Administration & Economics

"I'm grateful to study Business and Economics in the International School, where a dynamic international environment meets a strong culture of support. This enables me to remain focused and succeed academically, even while serving in reserve duty."

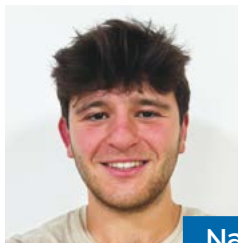


Batia Carucci Viterbi

Italy

BA Government

"One of the most rewarding parts of studying at Reichman is being surrounded by students from all over the world, each bringing unique perspectives and experiences. As a Government, Diplomacy & Strategy student, I find this diversity especially valuable, as understanding different viewpoints is at the heart of the field. The program is helping me deepen my understanding of international affairs while developing the analytical skills needed to navigate today's global challenges."



Natanel Fagelson

USA

BA Psychology

"My experience studying psychology at the International School at Reichman University has been incredibly rewarding. Learning alongside students from around the world has exposed me to diverse perspectives that have enriched my understanding of psychology and led to great class discussions. The classes are engaging and interactive, thanks to the incredible psychology faculty."

OUR ALUMNI

Reichman University alumni currently hold some of the most senior positions in the economy, and their success opens the door to additional graduates both now and in future.

REICHMAN UNIVERSITY ALUMNI ASSOCIATION

Established in 1998 by the first graduates of Reichman University, the Alumni Association, currently boasts approximately 40,000 alumni, with 2,500 new alumni joining annually. The association is a professional and social community based on mutual responsibility and a sense of belonging and pride. It aims to develop and enrich alumni and strengthen connections among graduates and between graduates and Reichman University.

For more information:
<https://www.runi.ac.il/en/alumni/>



WSC SPORTS

Ronit Samuel

Chile

BA Business Administration

Account Manager at WSC Sports

"RRIS helped me to immerse myself in the tech world from a young age, encouraging me to expand my knowledge and passion for business by exposing me to different Israeli tech companies and various entrepreneurs who taught me that every failure is part of the successful path."



J.P.Morgan

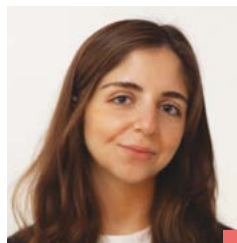
Sacha Nejman

Belgium

BA Business Administration & Economics

Associate at J.P. Morgan

"The RRIS not only introduced me to a diverse array of individuals but also equipped me with a practical skillset that I can apply in any professional environment. It has been an incredible journey from both a personal and professional point of view."



guidde.

Stav Hazan

South Africa

BA Entrepreneurship & BSC Computer Science

Product Manager at Guidde

"My experience at Reichman University has been valuable, challenging, and constructive. The combination of entrepreneurship and technology opened a door for me to an array of opportunities in growing and innovative industries, and granted me the relevant skills that align with my personal interests and professional objectives."



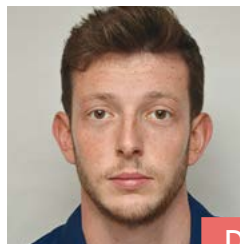
Sapir Segal

Australia

BA Communication

Product Marketing Team Lead at Similarweb

"Choosing to study Communication with a major in Marketing at the RRIS was the best decision I made! It equipped me with highly practical marketing skills and an innovative mindset, while also providing the brand credibility I needed to secure my first position in high-tech marketing."



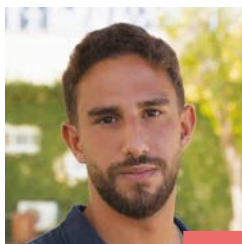
Dennis Gavish

Germany

BA Psychology

Program Manager at Google

"Getting to know and collaborating with people from all around the world at the RRIS has truly shaped the lens through which I experience the world, day by day."



Yovel Mordechai

Israel

BA Economics & Entrepreneurship with Data Science

SDR at Check Point

"Since day one, in all of my classes, the theory was directly tied to the real world, making it very applicable to our careers and business endeavors."



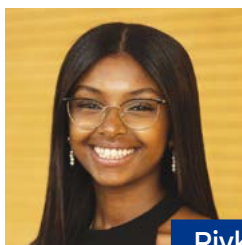
Alida Sefada

Turkey

BSC Computer Science

Senior Technical Success Manager at Snyk

"My CS studies at RU gave me technical knowledge, experience, and confidence. Both the network I built and the skills that I learned during my time as a student have proven to be invaluable."



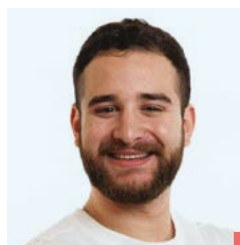
Rivka Sally Bayana

Israel

BA Government

Parliamentary and Strategic Advisor to the Israeli Knesset

"As an Israeli studying at RRIS, it was a formative experience that pushed me beyond my comfort zone and helped me grow both academically and personally, strengthening my critical thinking, communication, and leadership skills. Today, as a parliamentary and strategic advisor in the Israeli Knesset, I draw on these foundations daily in my work on policy and public affairs. Looking ahead, I aim to continue building on this path and contribute to meaningful public impact on a broader scale, including as a future Harvard graduate."



Lior Kahn

USA

BA Entrepreneurship & Business Administration

Customer Enablement Manager at Riverside

"At RU, I've had the chance to build valuable connections with faculty and peers. To me, developing both business and personal relationships is one of the most integral parts of the "University experience". I think RU understands this well, as shown by the school's commitment to practical experience and networking opportunities throughout the degree. I'm grateful for what I've gained and who I've met along this journey."

SOCIAL AND BUSINESS

VENTURES ESTABLISHED BY

OUR GRADUATES

As a groundbreaking academic institution, Reichman University is home to future entrepreneurs, providing them with the tools and knowledge to think differently and realize their ideas and aspirations. The university recently entered the prestigious Pitchbook ranking, classifying the world's leading universities according to how many entrepreneurial graduates they have. Reichman University was ranked 7th in the world among universities with 15,000 or fewer students. (And ranked 38th in the world in the overall index.)



* Partial list

Marketing and Advertising



Education and Society



Finance



E-commerce



Tourism



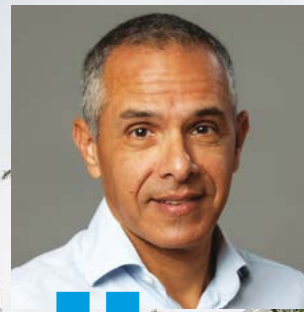
Technology



THE SCHOOLS AT REICHMAN UNIVERSITY

ARISON SCHOOL OF BUSINESS

PROFESSIONALISM,
EXCELLENCE, INNOVATION,
ENTREPRENEURSHIP



PROF.
NIRON HASHAI
DEAN



We strive to prepare future business leaders and executives for the modern business world and its constantly shifting challenges. These challenges, which are much related to the AI revolution, drive us to train our students to effectively collect, analyze and present data, develop a solid emotional intelligence and obtain solid experiential learning throughout their studies. This innovative program is continually updated to reflect new developments in business education and the global arena."



TED ARISON
(1924–1999)

Ted Arison was born and raised in Tel Aviv. He enlisted in the British Army's Jewish Brigade during WWII and went on to become a lieutenant colonel in the Israel Defense Forces. He and his family moved to the United States, where he established the National Foundation for Advancement in the Arts and the New World Symphony, and purchased the Miami Heat NBA team. The Arison Foundation was founded in the U.S. in 1981 and launched activities in Israel in 1993. Today, the Foundation supports and contributes to education, health, research, and art in Israel. The Arison School of Business was established in 1995.

TIOMKIN SCHOOL OF ECONOMICS

EDUCATION FOR
ECONOMIC LEADERSHIP
STARTS HERE



PROF.
YANIV GRINSTEIN
DEAN

At the Tiomkin School of Economics at Reichman University, we believe that studying economics is not only about mastering models and data. It's about shaping who you become.

Our graduates emerge as thinkers who see the world differently. They know how to ask important questions, analyze problems with clarity, and make decisions that drive change. They become leaders in analyzing economic questions in areas such as finance, technology, government, and entrepreneurship. They become individuals who combine analytical rigor with creativity and vision.

As you progress through our program, you'll develop the mindset to navigate uncertainty, the tools to decode complex systems, and the confidence to act boldly. You'll learn to view every challenge whether it's a business dilemma, a policy debate, or a global crisis as an opportunity to generate solutions and create value.

Beyond skills and knowledge, you'll gain a network of peers, faculty, and alumni who are passionate about ideas and eager to make an impact. You'll graduate ready not just to enter the workforce but to be a leader in it.

At Tiomkin, economics is more than a degree. It's a way of thinking, creating, and influencing the world.

We look forward to welcoming you on this transformative journey."

JUDY AND
AVI TIOMKIN



Judy and Avi Tiomkin are Israeli philanthropists who have worked to advance Israeli society and the Israeli economy for many years. Avi Tiomkin holds an LLB in Law and is a financial analyst and international hedge fund adviser. Judy Tiomkin holds a BA in Art History, and worked as a home interior designer. The couple, who divide their time between the United States and Israel, first met when both were students at Tel Aviv University, and married in 1975. Since 2015, the Tiomkin School of Economics at Reichman University has borne their name.

ADELSON SCHOOL OF ENTREPRENEURSHIP

THE ADELSON SCHOOL
IS THE LEADING
SCHOOL IN ISRAEL OF
ENTREPRENEURSHIP AND
THE FIRST ONE TO AWARD
A FULL ACADEMIC DEGREE
IN ENTREPRENEURSHIP IN
ISRAEL



**DR.
YOSSI MAARAVI
DEAN**

“The undergraduate program in Entrepreneurship aims to provide our students with the knowledge and tools needed to realize their entrepreneurial ideas & aspirations and to create their entrepreneurial ventures.”



**DR. MIRIAM AND
SHELDON G. ADELSON**

The Adelson School of Entrepreneurship at Reichman University is the realization of the vision of Dr. Miriam and Sheldon G. Adelson (z"l), entrepreneurs who recognized the vital importance of educating the future generation of social and economic leaders. The goal of the school, which is one of many of the Adelsons' Zionist educational initiatives, is to nurture a new generation of entrepreneurs in Israel and in the world, and to provide them with the knowledge and tools to fulfill their entrepreneurial ambitions in line with Sheldon Adelson's lifelong motto: "Always challenge the business status quo."

SCHOOL OF SUSTAINABILITY

THE FUTURE OF
BUSINESS IS GREEN,
FAST, AND DRIVEN BY
INNOVATION—
ARE YOU READY TO
LEAD THE SHIFT?



PROF.
IRIS SHAI
DEAN

A bachelor's degree in Sustainability at Reichman University equips students with interdisciplinary knowledge and practical skills across business, entrepreneurship, economics, and governance, all through a sustainability lens.

The program covers key global challenges such as energy, water, food systems, climate risks, urban development, health, and resource management, while integrating cutting-edge tools like artificial intelligence, data analytics, GIS, and biotechnology.

Students learn through hands-on courses, industry workshops, and collaborations with leading companies and public institutions, gaining expertise in areas like circular economy, low-carbon economics, ESG, and environmental health.

By combining scientific understanding with technological and entrepreneurial thinking, graduates are prepared to lead real-world projects, develop innovative climate-tech solutions, and seamlessly integrate into the private, public, or startup sectors."

EFI ARAZI SCHOOL OF COMPUTER SCIENCE

COMBINING DEEP
THEORETICAL
EDUCATION WITH
CUTTING-EDGE
PRACTICAL
KNOWLEDGE



Efi Arazi, the Reichman University School of Computer Science's namesake, was one of the forefathers of Israel's high-tech industry. In 1965, while studying at MIT, Arazi designed a camera for NASA, which the Apollo 11 space mission used to transmit the first images from the moon. At the age of 25, he invented a revolutionary auto-focus mechanism, thus cementing his position as one of the leading figures in the global electro-optic industry. Upon returning to Israel in 1968, Arazi founded the Scitex Corporation, which developed the world's first digital prepress computer and CCD scanner. These developments made Scitex the world's leader in digital printing, with sales of over \$10 billion.

In 1990, at the age of 54, Arazi founded EFI (Electronics for Imaging, Inc.), which invented unique software and controllers that could transform any copier into a quality color printer, achieving immediate industry success. Over the years, Arazi also chaired several startup companies, focusing on fields ranging from digital video imaging to monitoring and managing business processes.

The Efi Arazi School of Computer Science was established in 1996 and named in his honor in 2002. We are proud that Efi Arazi chose to give his name to Reichman University's School of Computer Science.



PROF.
SHAY MOZES
DEAN



Given the incredible pace of developments in artificial intelligence and the adoption of computational thinking in almost every walk of life, studying computer science has never been more relevant. We are eager to educate curious and enthusiastic students and provide them with rigorous theoretical foundations, as well as problem-solving and learning skills that will serve them for years to come in an ever-changing world. Our rich and versatile program, taught by our top-notch professors, also includes specialized up-to-date courses in diverse fields such as artificial intelligence, big data processing, cybersecurity, computational biology, and many more."



EFI ARAZI
(1937-2013)

LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY, AND STRATEGY

EDUCATING FUTURE
LEADERS BY PROVIDING
HIGH-LEVEL ACADEMIC
AND PRACTICAL
KNOWLEDGE, HANDS-ON
EXPERIENCE, AND ACCESS
TO POLICY AND DECISION-
MAKING



Ambassador Ronald S. Lauder, an international businessman and Jewish communal leader, was appointed U.S. Ambassador to Austria in 1986. He established the Ronald S. Lauder Foundation in 1987, focusing on Jewish education and community outreach. Among the many positions he has held and currently holds are President of the World Jewish Congress; Chairman of the Conference of Presidents of Major American Jewish Organizations; Chairman of the Board of the Jewish National Fund; and Chairman of the International Public Committee of the World Jewish Restitution Organization. Reichman University's Lauder School of Government, Diplomacy, and Strategy was established in 1999.



PROF.
LIZA IRENI-SABAN
DEAN



The complex reality of the 21st century, accelerated by the Artificial Intelligence (AI) revolution, highlights the urgent need for responsible and visionary leadership. At the Lauder School of Government, Diplomacy, and Strategy at Reichman University, we provide you with the necessary tools to face these challenges, combining theory and practice. The school's faculty, composed of world-renowned researchers and practitioners, equips students with the interdisciplinary tools and hands-on experience that will enable them to be at the forefront of political, security, and diplomatic action.



AMBASSADOR
RONALD S. LAUDER



SAMMY OFER SCHOOL OF COMMUNICATION

THE SAMMY OFER
SCHOOL OF
COMMUNICATION IS
EQUIPPED WITH THE
MOST ADVANCED
AND CUTTING-EDGE
TECHNOLOGY



PROF.
KARINE NAHON
DEAN

Have you always wanted to know how to tackle fake news? How to use virtual reality to solve crises? How to design a tech product that truly suits its users—and makes them eager to use it? How power struggles among the tech giants will shape our future? And how AI tools can be leveraged in the communications industry?

These are just a few of the questions you'll explore at Reichman University's School of Communication. Our unique undergraduate program transforms amateurs into professionals, giving you the theoretical knowledge and practical skills needed to thrive in the worlds of media, creative work, product development, and security.

We bring together information, technology, and people through communication.

In an era of rapid technological and communication change, don't get left behind. So, when are you joining us?"

Sammy Ofer was a prominent figure in the global business community and a supporter of the arts, culture, and education in Israel. Mr. Ofer was born in Romania and immigrated to Israel in his youth. His dedication to Israel's future and commitment to education was expressed through scholarships and his generous support of educational institutions, exemplified by the Sammy Ofer School of Communications, established in 2004.



SAMMY OFER
(1922-2011)

בית ספר סמי עופר לתקשורת
SAMMY OFER SCHOOL OF COMMUNICATIONS



BARUCH IVCHER SCHOOL OF PSYCHOLOGY

TO SEE EACH TREE
THAT MAKES UP
THE FOREST



**PROF.
SHAHAR AYAL
DEAN**

In a rapidly changing world, we believe that psychology is more important than ever for understanding and improving the human experience. Our vision is built around three core pillars: Humanity, Science, and Practice. We are committed to creating a supportive and inspiring academic home, advancing outstanding scientific education grounded in cutting edge research, and providing practical training based on evidence-based interventions. Through mentoring, research, collaboration, and hands on experience, we strive to help our students become thoughtful, compassionate, and leading practitioners and scientists across the diverse fields of psychology."



BARUCH IVCHER

Baruch Ivcher is an Israeli-born businessman and central public figure in Peru. He served in the IDF Signal Corps and graduated from the Hebrew University of Jerusalem Law School. In 1970, Mr. Ivcher moved to Peru to pursue a business opportunity. In 1984, he received Peruvian citizenship and began to focus on the media industry; by the early 1990s, he owned the second-largest television station in the country. Mr. Ivcher remains active in the Israeli and international business arena. He was an early supporter of Reichman University, having established the Ivcher Auditorium. Mr. Ivcher also endowed the Baruch Ivcher School of Psychology.

DINA RECANATI SCHOOL OF MEDICINE

*Studies in this school are
taught in Hebrew



PROF.
ARNON AFEK
DEAN

The growing shortage of physicians poses a real danger to Israel's medical field. The State of Israel needs 2,000 new physicians annually, yet it still does not train all of them domestically. As a result, many are forced to study abroad, some in medical schools with very low standards. Moreover, the current reality, in which Israel sends some of its most dedicated and capable citizens – military service graduates, active reservists, and individuals who have volunteered for years with Magen David Adom – to study abroad at their own expense, raises a profound moral concern.

Reichman University has chosen to lead this national, Zionist, and values-driven mission, taking an active role in advancing healthcare in Israel through the establishment of an innovative new medical school – one that educates the physicians of the future and serves as a model of excellence for medical schools in Israel and worldwide.

Joining this mission are Israel's leading medical institutions: Rabin Medical Center, Schneider Children's Medical Center, Sheba Medical Center, Edmond and Lily Safra Children's Hospital, Maccabi Healthcare Services, and Clalit Health Services in the community. All are committed to this shared effort and to advancing medical education in Israel.

With the generous support of the Recanati family, we established the Dina Recanati School of Medicine, offering a four-year MD program designed for graduates with a bachelors degree. The school serves as a global model for educating future physicians in a professional, innovative, multidisciplinary, and personal manner. This is achieved by applying new methods in medical education such as simulations, virtual reality, and 3D printing. One of these innovative approaches is a first-of-its-kind learning model, in which students learn in small groups of 10, each led by a dedicated, experienced physician. Practical clinical training, excellence in interdisciplinary research, and a strong emphasis on advanced technologies such as AI and Big Data further contribute to this global model.

As part of this broader effort to expand access to high-quality medical education in Israel and to support qualified candidates in meeting admission requirements, the Dina Recanati School of Medicine also offers a Life Sciences Core Course Program designed for current students and graduates holding academic degrees. The program includes the seven core prerequisite courses required for admission to four-year medical programs, alongside a dedicated preparatory course for the Medical Knowledge Exam. All courses are recognized by universities across Israel, and successful completion enables graduates to apply to four-year medical programs nationwide.

The program is offered in two tracks: Hebrew and English. The English track includes an optional on-campus Hebrew Ulpan for students who wish to strengthen their Hebrew proficiency in preparation for medical studies.



DINA RECANATI

RADZYNER SCHOOL OF LAW

*Studies in this school are
taught in Hebrew



The Harry Radzyner Law School equips its graduates to meet 21st century legal challenges. The pursuit of excellence is at the heart of our approach.

Our curriculum is designed to cultivate outstanding capabilities, preparing students to adapt with evolutions in practices and tech tools. It emphasizes interdisciplinary learning, requiring students to combine legal studies with another field, such as Government, Business, or Psychology, reflecting our belief that integration enhances intellectual depth and practical understanding.

Theoretical and interdisciplinary study is interwoven with hands-on training. Students engage in academic courses and seminars led by leading Israeli and international scholars. We also welcome guest professors from top global institutions such as Harvard, Yale, Stanford, Columbia, and others. A variety of workshops, led by experienced lawyers and judges, help develop practical skills. Legal clinics allow students to provide real legal aid, applying their knowledge under professional supervision.

Globalization is central to our vision. Many courses are taught in English, and all students, regardless of specialization, study in fields such as computer science, communications, or Middle Eastern studies. Beyond academics, the school fosters a vibrant community life. Students participate in conferences, seminars, joint programs with international universities, study tours, journal publications, and social events.

In short, the Harry Radzyner Law School is committed to shaping versatile, globally minded legal professionals equipped to thrive in modern-day legal professions.."



PROF.
LIOR ZEMER
DEAN



HARRY RADZYNER





RRIS DEGREE PROGRAMS

TAUGHT FULLY IN ENGLISH

BA BUSINESS ADMINISTRATION

The BA program in Business Administration encompasses approximately 120 credits and is designed to be completed over a period of three years (six semesters). The program gives students the flexibility to tailor their studies so that they can delve into unique areas of interest.

The program consists of core courses (approximately 60 credits) that cover the basics of business administration, and electives (approximately 60 credits) that are organized into knowledge clusters: Entrepreneurship and Business Development; Marketing; Management and Leadership; Finance Fundamentals; Advanced Tools in Finance; Financial Markets & Investments; Digital Innovation Fundamentals; Data Science; Product Management, Practicum and Upstart. Depending on their choice of knowledge clusters, students can specialize in Digital Innovation, Finance, or Management.



BA BUSINESS ADMINISTRATION SPECIALIZATIONS:

● **SPECIALIZATION IN DIGITAL INNOVATION**

The Digital Innovation specialization equips students with a full toolkit for building technology-driven businesses: the fundamentals of data science, high-tech product management and user-centric design; the ability to translate raw information into strategic insights through modern analytics and machine-learning techniques; and how to turn those insights into working digital products, iterating from prototype to launch in project based-style courses. Throughout the program—and reinforced by a year-long, credit-bearing internship in a high-tech firm—students apply what they learn in real industry settings, graduating ready to design, analyze and deliver next-generation solutions.

● **SPECIALIZATION IN FINANCE**

The growing globalization of markets and stock exchanges, as well as the multitude of new and sophisticated financial tools on the market, have compelled companies to use high-level financial tools and approaches. Today's companies cannot survive in their competitive markets without using the most advanced tools to price assets, raise capital, select projects for investment, manage risk, and undertake mergers and acquisitions.

This specialization prepares students to succeed in lucrative positions at financial institutions, banks, and insurance companies, as well as in the financial departments of corporations and consulting firms. It provides the right balance between theoretical foundations and practical courses, and teaches students how to obtain and manage sources of capital. In addition, it introduces students to advanced technological innovations in the field of finance, such as cryptocurrency and blockchain technology.

● **SPECIALIZATION IN MANAGEMENT**

The Management specialization provides students with the strategic vision, marketing skills and leadership capabilities needed to initiate, plan, develop and grow a successful business. The specialization combines business entrepreneurship, strategy and high-tech sector knowledge with practical courses in management, leadership and marketing, giving students a broad understanding of how businesses are created, developed and led in competitive markets.

Through courses in organizational innovation, team management and development, leadership in organizations, customer management, customer journey and digital marketing tools, students learn to connect strategic thinking with day-to-day managerial and marketing decisions. They gain practical capabilities in shaping organizational processes, leading people, understanding customer needs and designing market-facing activities that support business growth.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/business-administration/>

This brochure was last revised in August 2026. For the most current version, please visit our website.

A young man and woman are looking at a smartphone together outdoors. The woman has long red hair and is wearing a white shirt. The man has a beard and is wearing a maroon polo shirt. They are both smiling and looking at the phone. The background is a blurred green landscape with trees.

BA BUSINESS ADMINISTRATION CURRICULUM

YEAR I – CORE COURSES

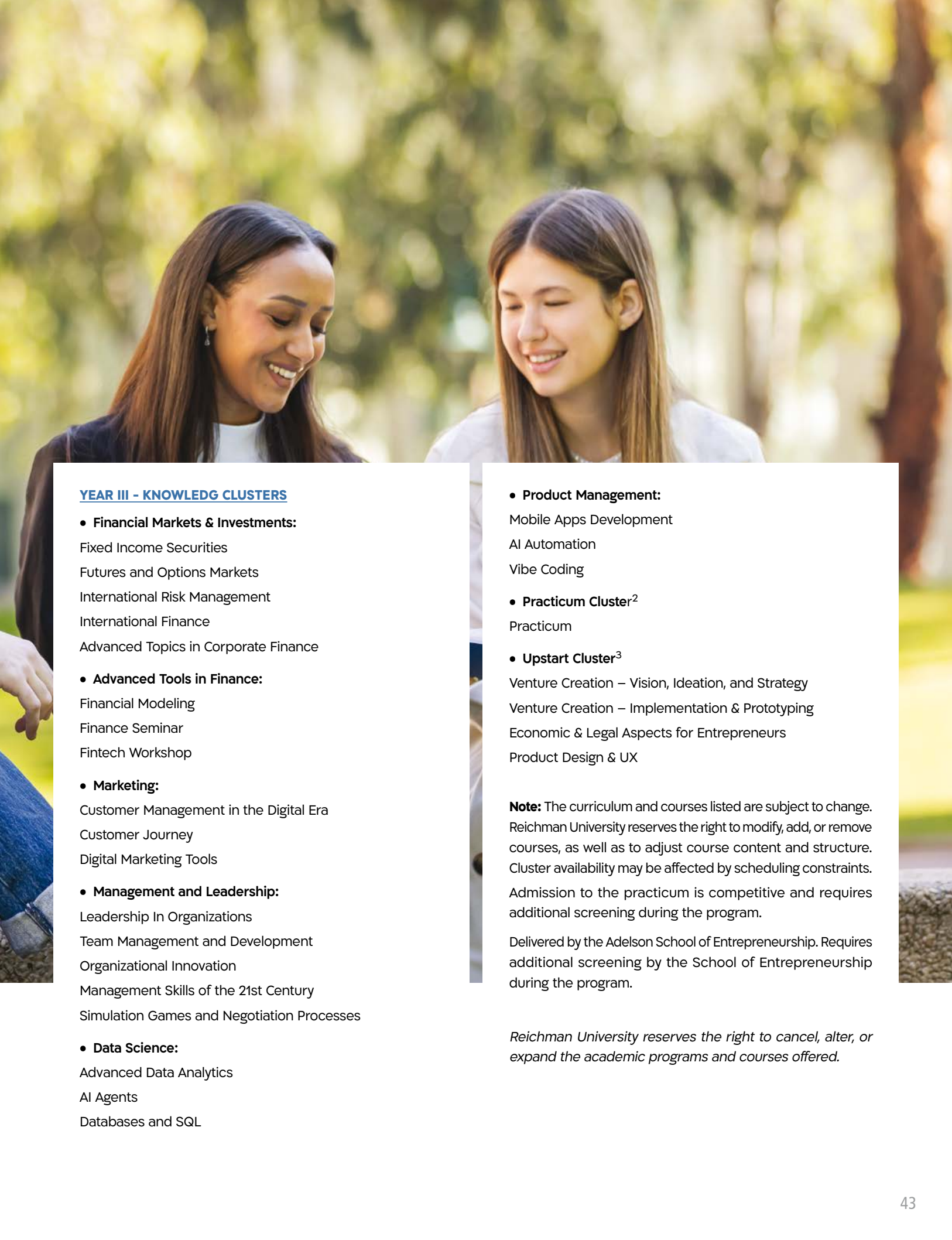
Advanced Business I
Advanced Business II
Mathematics I
Statistics: Fundamentals
Business Economics (Micro)
Management Skills
Principles of Marketing Management
Organizational Management
Statistics: Regression and Multiple Variables
Fundamentals of Finance
Business Law
Python Programming

YEAR II – CORE COURSES

Fundamentals of Accounting
Business Economics (Macro)
From Data to Insight
Corporate Responsibility
Business Data Analytics
Artificial Intelligence: From Strategy to Generative AI Mastery

YEAR II¹ - KNOWLEDGE CLUSTERS

- **Finance Fundamentals:**
Investment Theory
Quantitative Methods in Finance
Valuation and Financial Statement Analysis
- **Digital Innovation Fundamentals:**
High-Tech Product Management
Designing Digital Products - UI/UX
Data Science
- **Entrepreneurship & Business Development Cluster**
Business Strategy
Business Entrepreneurship
Navigating the High-Tech Sector



YEAR III - KNOWLEDG CLUSTERS

- **Financial Markets & Investments:**

Fixed Income Securities
Futures and Options Markets
International Risk Management
International Finance
Advanced Topics in Corporate Finance

- **Advanced Tools in Finance:**

Financial Modeling
Finance Seminar
Fintech Workshop

- **Marketing:**

Customer Management in the Digital Era
Customer Journey
Digital Marketing Tools

- **Management and Leadership:**

Leadership In Organizations
Team Management and Development
Organizational Innovation
Management Skills of the 21st Century
Simulation Games and Negotiation Processes

- **Data Science:**

Advanced Data Analytics
AI Agents
Databases and SQL

- **Product Management:**

Mobile Apps Development
AI Automation
Vibe Coding

- **Practicum Cluster²**

Practicum

- **Upstart Cluster³**

Venture Creation – Vision, Ideation, and Strategy
Venture Creation – Implementation & Prototyping
Economic & Legal Aspects for Entrepreneurs
Product Design & UX

Note: The curriculum and courses listed are subject to change. Reichman University reserves the right to modify, add, or remove courses, as well as to adjust course content and structure. Cluster availability may be affected by scheduling constraints. Admission to the practicum is competitive and requires additional screening during the program.

Delivered by the Adelson School of Entrepreneurship. Requires additional screening by the School of Entrepreneurship during the program.

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

BUSINESS FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Noga Avraham, PhD, Tel Aviv University, 2023

Areas of Interest

Capital Markets; Financial Reporting; Corporate Disclosure

Prof. Doron Avramov, PhD, Wharton School of the University of Pennsylvania, 2000

Areas of Interest

Stock Return Predictability; Asset Pricing Models; Model Uncertainty; Portfolio Selection; Market Anomalies; Liquidity; Mutual Funds; Hedge Funds; Financial Econometrics

Prof. Eyal Biyalogorsky, PhD, Duke University, 1998

Deputy Dean, Arison School of Business

Areas of Interest

Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991

Areas of Interest

Empirical Asset Pricing; Investments; Derivatives; Risk Management

Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem, 1998

Areas of Interest

Creativity; New Product Development; Innovation Diffusion; Complexity in Market Dynamics; Social Networks Effects

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Areas of Interest

Corporate Finance; Corporate Governance

Prof. Niron Hashai, PhD, Tel Aviv University, 2002

Dean, Arison School of Business

Areas of Interest

Competitive Strategy; Global Businesses

Prof. Ronen Israel, PhD, Northwestern University, 1989

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization; Entrepreneurial Finance

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Prof. Tal Katz-Navon, PhD, Columbia University, 1999

Areas of Interest

Organizational Behavior; Leadership in Organizations; Team Management & Development; Management Skills

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005

Head, Finance Program, Arison School of Business

Areas of Interest

Behavioral Finance; Empirical Asset Pricing; Fintech; Machine Learning; Cryptocurrencies

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program, Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997

Areas of Interest

Customer Social Effects & Their Effect on New Product Growth & the Firm's Profitability; Growth of Markets for New Products; Customer Relationship Management

Prof. Varda Liberman, PhD, Tel Aviv University, 1985

Areas of Interest

Judgment & Decision-Making; Behavioral Economics

Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021

Head, Digital Innovation Specialization, Arison School of Business

Areas of Interest

Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

Prof. Amir Rubin, PhD, University of British Columbia, 2003

Areas of Interest

Corporate Finance; Corporate Governance; Sustainability Finance; Behavioral Finance

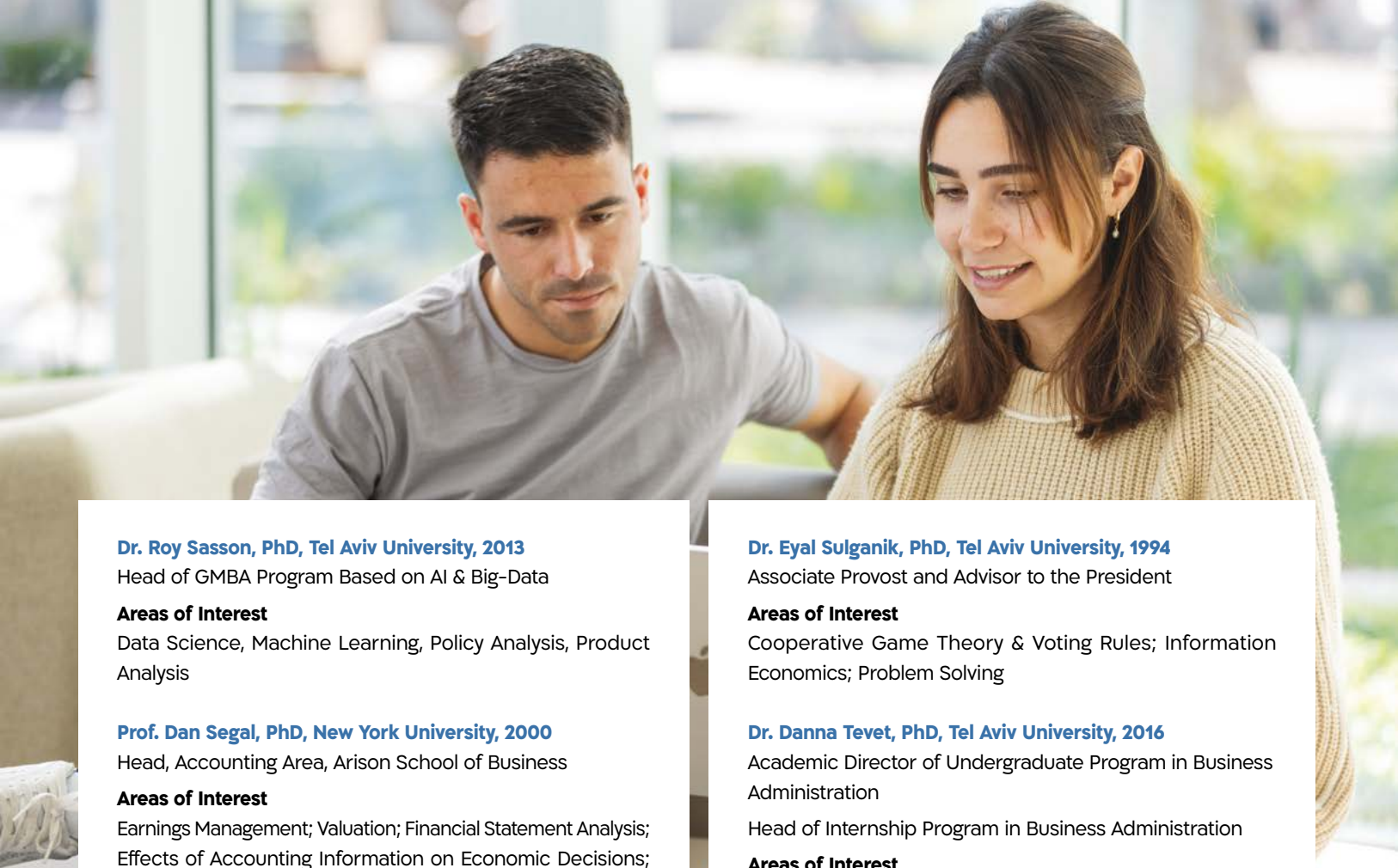
Dr. Talia Rymon, PhD, University of Pennsylvania, 1993

Head, Marketing Program, Arison School of Business;

Head, Arison Mentoring Program, Arison School of Business

Areas of Interest

Marketing Strategy; Marketing in the Entertainment Industry; Innovation Marketing; Services Marketing



Dr. Roy Sasson, PhD, Tel Aviv University, 2013

Head of GMBA Program Based on AI & Big-Data

Areas of Interest

Data Science, Machine Learning, Policy Analysis, Product Analysis

Prof. Dan Segal, PhD, New York University, 2000

Head, Accounting Area, Arison School of Business

Areas of Interest

Earnings Management; Valuation; Financial Statement Analysis; Effects of Accounting Information on Economic Decisions; Conservatism

Prof. Ron Shachar, PhD, Tel Aviv University, 1992

Former Dean and Head of Honors Program, Arison School of Business

Areas of Interest

Storytelling & Narratives; Advertising Effectiveness; Branding & Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

Areas of Interest

Business Analytics; Data Science; Quantitative Finance; Quantitative Modeling

Shlomi Shuv (CPA), MBA, Ben-Gurion University of the Negev, 1998

Head, Accounting Program; Deputy Dean, Arison School of Business

Areas of Interest

Accounting Theory; Advance Financial Accounting; IFRS; Analysis & Valuation

Dr. Asael Sklar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Human Motivation; Self-control; Diversity; Social Perception; Eye-tracking

Dr. Eyal Sulganik, PhD, Tel Aviv University, 1994

Associate Provost and Advisor to the President

Areas of Interest

Cooperative Game Theory & Voting Rules; Information Economics; Problem Solving

Dr. Danna Tevet, PhD, Tel Aviv University, 2016

Academic Director of Undergraduate Program in Business Administration

Head of Internship Program in Business Administration

Areas of Interest

Retail Marketing; Marketing Research; Consumer Behavior, AI in services

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001

Deputy Dean, Undergraduate Programs; Head, International Program in Business; Head, Marketing Communication Program, Arison School of Business

Areas of Interest

Marketing; International Marketing Strategy; Marketing Communications & Services Policy

Dr. Daniella Turetski, PhD, University of Toronto, 2026

Areas of Interest

Consumer Behaviour, Judgment and Decision Making, Choice Architecture, Quantification, Motivating Healthy Behaviours

Dr. Dana Turjeman, PhD, University of Michigan, 2021

Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental & Prosocial Behavior; Faces & Names

DOUBLE MAJOR IN BA BUSINESS ADMINISTRATION AND ECONOMICS

In the competitive marketplace, interdisciplinary knowledge provides our graduates with a significant advantage in various professional and academic fields. Business executives must be equipped with a solid understanding of the factors that shape the local and global economy, and economists must possess both theoretical and practical tools. A multidimensional understanding of the global economy and financial marketplace provides students with the quantitative and analytical skills required to succeed in both the private and public sectors.

Economics courses sharpen your analytical thinking in ways that translate directly to professional advantage. You learn how markets behave, how prices respond to competition and regulation, and how to read the forces shaping industries and economies. Quantitative and data analysis skills open doors to high-demand roles — from financial analysis and consulting to FinTech, strategic management, and public policy. The Business Administration courses ground this thinking in the practical tools of the professional world: finance and marketing; digital communication; business law; business strategy; and leadership.

Over three years, the curriculum builds from fundamentals to applied expertise, training you for leadership positions both in Israel's dynamic private sector, public institutions, as well as at the global marketplace. The program is designed for students who want more than one lens — and who understand that in a complex, data-driven world, that breadth is a competitive edge.

INTERNSHIPS

Many of our students pursue internships across Israel's most dynamic sectors — startups, financial institutions, investment firms, and government agencies — gaining real-world experience that puts classroom learning to work before graduation.

SPECIAL ACTIVITIES

Academic Field Tours

The program includes field visits to leading organizations in the Israeli economy: the Knesset, the Bank of Israel, commercial banks, and companies such as Google and EY. These tours connect economic theory to institutional reality, and give students direct exposure to the professionals and decisions that shape the Israeli economy.

Policy Seminar

In this flagship seminar, students engage directly with senior policymakers and leading academics from Israel and abroad on pressing economic policy questions. The seminar culminates in a professional policy paper and an academic poster presentation — real deliverables that reflect the program's commitment to applied, rigorous thinking. The double major BA degree in Business Administration and Economics consists of approximately 120 academic credits, completed over three years (six semesters). First-year students complete a preparatory mathematics course before beginning their studies. Students who did not attend an English-language high school may be required to complete English proficiency coursework.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/business-and-economics/>

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DOUBLE MAJOR IN BA BUSINESS ADMINISTRATION AND ECONOMICS CURRICULUM

YEAR I

FALL SEMESTER

Economics

Principles of Microeconomics
Mathematics I for Economists
Statistics I for Economists

Business Administration

Principles of Marketing Management

SPRING SEMESTER

Economics

Principles of Macroeconomics
Intermediate Microeconomics I: Theory of the Consumer
Mathematics II for Economists
Statistics II for Economists
R Programming
Advanced English

Business Administration

Fundamentals of Finance
Business Data Analysis

YEAR II

FALL SEMESTER

Economics

Intermediate Macroeconomics I
Intermediate Microeconomics II: Theory of the Producer
Introduction to Econometrics
Introduction to Data Science

Business Administration

Fundamentals of Accounting
Digital Marketing Tools
Marketing Research (year-long) or Quantitative Methods of Finance (spring semester)

SPRING SEMESTER

Economics

Intermediate Macroeconomics II
Intermediate Microeconomics III: Theory of Markets
Applied Econometrics

Business Administration

Investment Theory
Quantitative Methods of Finance (for those who choose Finance electives)
Entrepreneurship & Business Management
Company Valuations & Financial Statement Analysis*

YEAR III

FALL SEMESTER

Economics

Applied Economic Policy Seminar
Academic Literacy
SQL

Business Administration

Year-long Seminar: Finance or Marketing
Customer Management in the Information Era
Futures & Options Markets
Leadership in Organization
Corporate Responsibility
Advanced Topics in Corporate Finance
Financial Modeling

SPRING SEMESTER

Economics

General Elective Course

Business Administration

Financial Risk Management
Organizational Management

* Only for students who take the Finance Seminar

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Head of Internship Program in Business Administration

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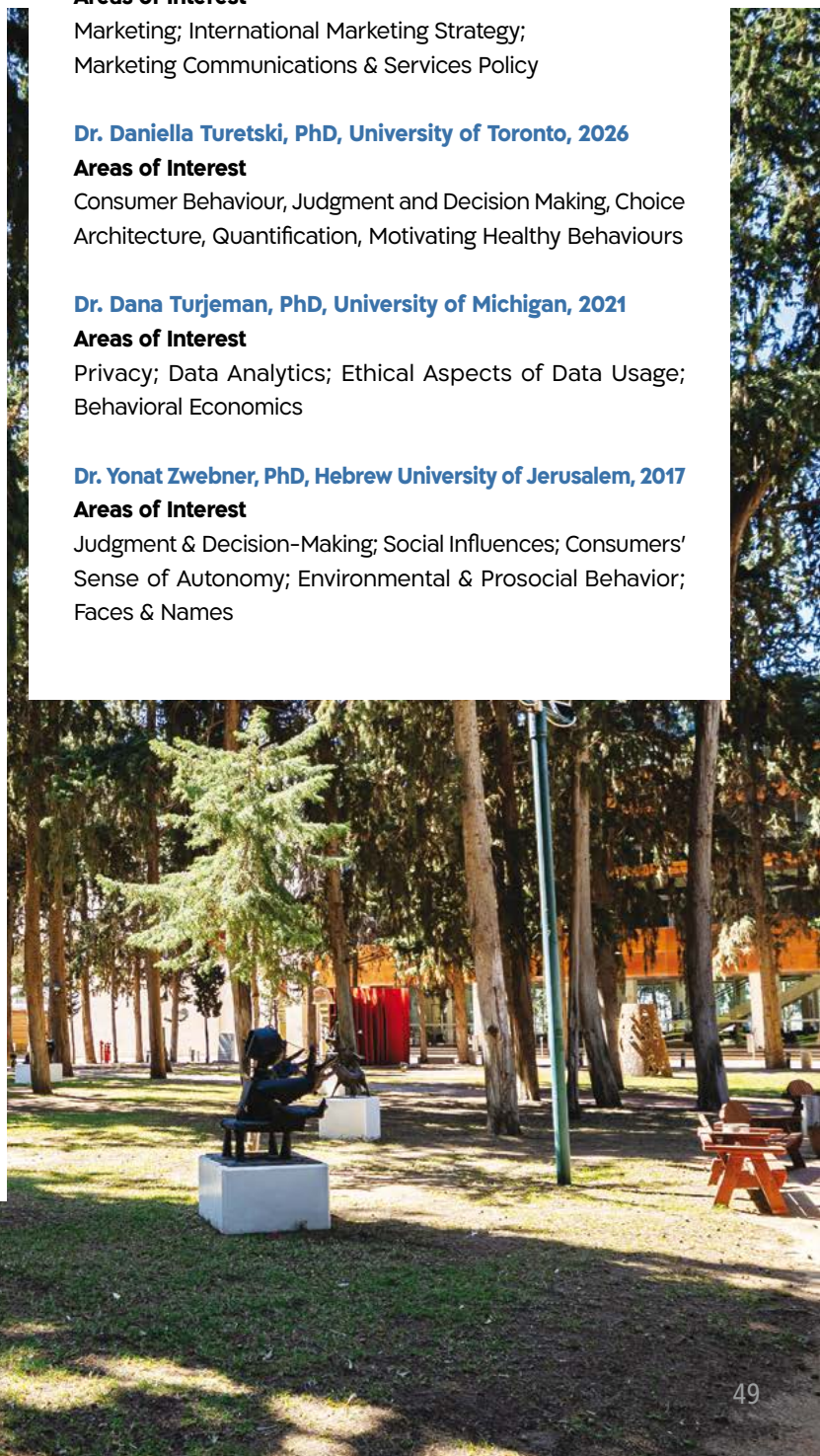
Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

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בית ספר ברוך איבצ'ר לפסיכולוגיה
BRUCH IVCHER SCHOOL OF PSYCHOLOGY

בית ספר טיומקין לכלכלה
TIOMKIN SCHOOL OF ECONOMICS

ECONOMICS FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Dr. Nadav Levy, PhD, Northwestern University, 2003

Deputy Dean, Tiomkin School of Economics

Areas of Interest

Industrial Organization; Economics of Organizations

Dr. Yael Hadass, PhD, Harvard University, 2004

Academic Head of Economics at the Raphael Recanati International School

Areas of Interest

Labor Economics; Macroeconomics; Political Economy; Personal Finance

Dr. Aluma Dembo, PhD, University of California, Berkeley, 2017

Areas of Interest

Decision Theory; Econometrics; Experimental Economics

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Dr. Yaniv Yedid-Levi, PhD, Stanford University, 2010

Areas of Interest

Macroeconomics; Macro-Labor; International Economics

Prof. Omer Moav, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Economic Growth & Development

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program,

Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Osnat Lifshitz, PhD, Tel Aviv University, 2004

Areas of Interest

Labor Economics; Family Economics; Econometrics

Dr. Alon Cohen, PhD, Tel Aviv University, 2009

Areas of Interest

Game Theory; Law & Economics; Macroeconomics

Dr. Asael Skalar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Statistics; Social Perceptions of Minorities; Motivation

Dr. Boaz Zik, PhD, Hebrew University of Jerusalem, 2018

Areas of Interest

Economic Theory; Mechanism Design; Information Economics

Dr. Ido Eisdorfer, PhD, Tel Aviv University, 2025

Areas of Interest

Microeconomics; Macroeconomics; Health Economy

Mr. Boris Lebedenko, MA, University of Haifa, 2021

Areas of Interest

Applied Statistics; R Programming; Biomedical R&D

Ms. Liat Erel, MA, Bar-Ilan University, 2007

Areas of Interest

Excel; Data Analysis for Business; Programming

DOUBLE MAJOR IN BA ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION

Reichman University, one of the world's leading academic institutions for entrepreneurial education, offers a unique double major undergraduate program—the first of its kind in Israel. The pioneering program is run by the Arison School of Business and the Adelson School of Entrepreneurship (ASE), an innovative center within the Israeli academic landscape that fosters a dynamic environment for research and practical entrepreneurship.

Projects are mentored by leading industry professionals, with an emphasis on excellence in research, education, social responsibility, and teamwork. Preeminent researchers and experts from Israel and around the world are among the lecturers.

The Adelson School of Entrepreneurship provides students with the training, expertise, and resources needed to launch the next generation of successful Israeli ventures while strengthening and cultivating the country's startup ecosystem.

The ASE offers experiential learning that combines academics with hands-on entrepreneurship opportunities beyond the classroom.

The Arison School of Business offers a comprehensive education designed to equip students with the skills and knowledge necessary to manage and grow successful businesses. Students learn essential business concepts from a world-renowned faculty through a blend of theoretical foundations and practical application, including financial management, accounting, strategic planning, and marketing. The curriculum emphasizes agility and adaptability in this dynamic era when businesses must constantly evolve, preparing students to navigate and lead in an ever-changing marketplace.

The double major BA in Entrepreneurship and Business Administration consists of 120 academic credits and is designed to be completed over three years (six semesters). First-year students are required to complete a preparatory mathematics course before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/entrepreneurship-and-business/>

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DOUBLE MAJOR IN BA ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity & Innovation
Applied Tools for Entrepreneurs – The art of public, Excell
Research Methods for Entrepreneurs

SPRING SEMESTER

Innovation & Intrapreneurship Within Organizations
Computational Thinking & Programming
Applied Tools for Entrepreneurs – Dealing w/Failure + Ethics

YEAR II

FALL SEMESTER

Legal, Tax & Finance Aspects of Entrepreneurial Ventures
Product Management
Entrepreneurial Vertical (select 1):
» Biotech and Medical Entrepreneurship
» Cyber and Software Solutions
» Consumer Products Entrepreneurship
» CannabisTech
» Real Estate Entrepreneurship
» Internet, E-commerce, Social and New Media Entrepreneurship
» Fintech, Blockchain, & Data Science Entrepreneurship
» Sportech
» Fashiontech
» Foodtech
» Traveltech
» Longevity and wellness
» Greentech and agritech
» Defensetech
» The Gaming Vertical

SPRING SEMESTER

UX & Product Design for Entrepreneurs
Digital Marketing for Entrepreneurs
Entrepreneurial vertical (select 1):
» Founding and Managing Accelerators and VC Funds
» Impact Entrepreneurship
» Cross Vertical Development
» Women's Entrepreneurship
» Organizational Innovation Through Digitization, AI and Robotics
» The Psychology of Language in Innovation and Entrepreneurship
» Power and Influence in Innovation and Entrepreneurship
» Scale-up
» Advance models for corporate innovation
» Financing models for entrepreneurship and innovation
» Entrepreneurship through acquisition (ETA)

YEAR III

FALL SEMESTER

Venture Creation: Capstone Project A
Advanced Entrepreneurial Electives:
» Branding and storytelling for entrepreneurs
» Venture creation game-based learning
» Sales and business development in startups and high-tech companies

SPRING SEMESTER

Venture Creation: Capstone Project B
Organizational Behavior for Ventures and Innovative Projects
Advanced Entrepreneurial Electives:
» Value creation and project management
» From sales to customer success
» Advanced digital marketing for entrepreneurs

● BUSINESS ADMINISTRATION

YEAR I

FALL SEMESTER

Mathematics A
Statistics A
Principles of Marketing Management

SPRING SEMESTER

Mathematics B
Statistics B
Fundamentals of Finance

YEAR II

FALL SEMESTER

Management in Organizations
Business Economics (Micro)
Fundamentals of Accounting
Elective (select 1):
» Investment Theory
» Integrated Marketing Communications

SPRING SEMESTER

Business Economics (Macro)
Elective (select 1):
» Quantitative Methods in Finance
» Marketing Research (year-long)

YEAR III

FALL SEMESTER

Elective (year-long, select 1):
» Finance Seminar
» Marketing Seminar

SPRING SEMESTER

Business Law

ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship; Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

Dr. Orly Idan, PhD, Tel Aviv University, 2010

Vice Dean; Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics; Cognitive Linguistics in Innovation and the Entrepreneurial Context/Mindset; Language and Discourse in the Context of Conflict

Prof. Tamar Almor, PhD, Tel Aviv University, 1993

Head, Double Major in Entrepreneurship & Sustainability; Life Fellow, European International Business Academy (EIBA); Editorial Board Member, Leading Academic Journals

Areas of Interest

International Entrepreneurship; International Business; Startup and Scaleup Growth Strategies; Innovation and Business Models; Gender and Culture in Entrepreneurship; High-Tech Ventures; Entrepreneurial Firms in Global Markets

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Entrepreneurship & Business Administration; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of seven books on entrepreneurship published in the US and UK; Associate Editor at the Journal of Small Business Management, and Journal of Entrepreneurial Researchers. Founder of academic accelerators and international incubator.

Areas of Interest

Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science; Research Fellow, Saïd Business School; Visiting Scholar, Stanford Business School; Author, Exitland.

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program
Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation



BUSINESS FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Noga Avraham, PhD, Tel Aviv University, 2023

Areas of Interest

Capital Markets; Financial Reporting; Corporate Disclosure

Prof. Doron Avramov, PhD, Wharton School of the University of Pennsylvania, 2000

Areas of Interest

Stock Return Predictability; Asset Pricing Models; Model Uncertainty; Portfolio Selection; Market Anomalies; Liquidity; Mutual Funds; Hedge Funds; Financial Econometrics

Prof. Eyal Biyalogorsky, PhD, Duke University, 1998

Deputy Dean, Arison School of Business

Areas of Interest

Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991

Areas of Interest

Empirical Asset Pricing; Investments; Derivatives; Risk Management

Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem, 1998

Areas of Interest

Creativity; New Product Development; Innovation Diffusion; Complexity in Market Dynamics; Social Networks Effects

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Areas of Interest

Corporate Finance; Corporate Governance

Prof. Niron Hashai, PhD, Tel Aviv University, 2002

Dean, Arison School of Business

Areas of Interest

Competitive Strategy; Global Businesses

Prof. Ronen Israel, PhD, Northwestern University, 1989

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization; Entrepreneurial Finance

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Prof. Tal Katz-Navon, PhD, Columbia University, 1999

Areas of Interest

Organizational Behavior; Leadership in Organizations; Team Management & Development; Management Skills

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005

Head, Finance Program, Arison School of Business

Areas of Interest

Behavioral Finance; Empirical Asset Pricing; Fintech; Machine Learning; Cryptocurrencies

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program, Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997

Areas of Interest

Customer Social Effects & Their Effect on New Product Growth & the Firm's Profitability; Growth of Markets for New Products; Customer Relationship Management

Prof. Varda Liberman, PhD, Tel Aviv University, 1985

Areas of Interest

Judgment & Decision-Making; Behavioral Economics

Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021

Head, Digital Innovation Specialization, Arison School of Business

Areas of Interest

Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

Prof. Amir Rubin, PhD, University of British Columbia, 2003

Areas of Interest

Corporate Finance; Corporate Governance; Sustainability Finance; Behavioral Finance

Dr. Talia Rymon, PhD, University of Pennsylvania, 1993

Head, Marketing Program, Arison School of Business;

Head, Arison Mentoring Program, Arison School of Business

Areas of Interest

Marketing Strategy; Marketing in the Entertainment Industry; Innovation Marketing; Services Marketing

Dr. Roy Sasson, PhD, Tel Aviv University, 2013

Head of GMBA Program Based on AI & Big-Data

Areas of Interest

Data Science, Machine Learning, Policy Analysis, Product Analysis

Prof. Dan Segal, PhD, New York University, 2000

Head, Accounting Area, Arison School of Business

Areas of Interest

Earnings Management; Valuation; Financial Statement Analysis; Effects of Accounting Information on Economic Decisions; Conservatism

Prof. Ron Shachar, PhD, Tel Aviv University, 1992

Former Dean and Head of Honors Program, Arison School of Business

Areas of Interest

Storytelling & Narratives; Advertising Effectiveness; Branding & Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

Areas of Interest

Business Analytics; Data Science; Quantitative Finance; Quantitative Modeling

Shlomi Shuv (CPA), MBA, Ben-Gurion University of the Negev, 1998

Head, Accounting Program; Deputy Dean, Arison School of Business

Areas of Interest

Accounting Theory; Advance Financial Accounting; IFRS; Analysis & Valuation

Dr. Asael Sklar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Human Motivation; Self-control; Diversity; Social Perception; Eye-tracking

Dr. Eyal Sulganik, PhD, Tel Aviv University, 1994

Associate Provost and Advisor to the President

Areas of Interest

Cooperative Game Theory & Voting Rules; Information Economics; Problem Solving

Dr. Danna Tevet, PhD, Tel Aviv University, 2016

Academic Director of Undergraduate Program in Business Administration

Head of Internship Program in Business Administration

Areas of Interest

Retail Marketing; Marketing Research; Consumer Behavior, AI in services

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001

Deputy Dean, Undergraduate Programs; Head, International Program in Business; Head, Marketing Communication Program, Arison School of Business

Areas of Interest

Marketing; International Marketing Strategy; Marketing Communications & Services Policy

Dr. Daniella Turetski, PhD, University of Toronto, 2026

Areas of Interest

Consumer Behaviour, Judgment and Decision Making, Choice Architecture, Quantification, Motivating Healthy Behaviours

Dr. Dana Turjeman, PhD, University of Michigan, 2021

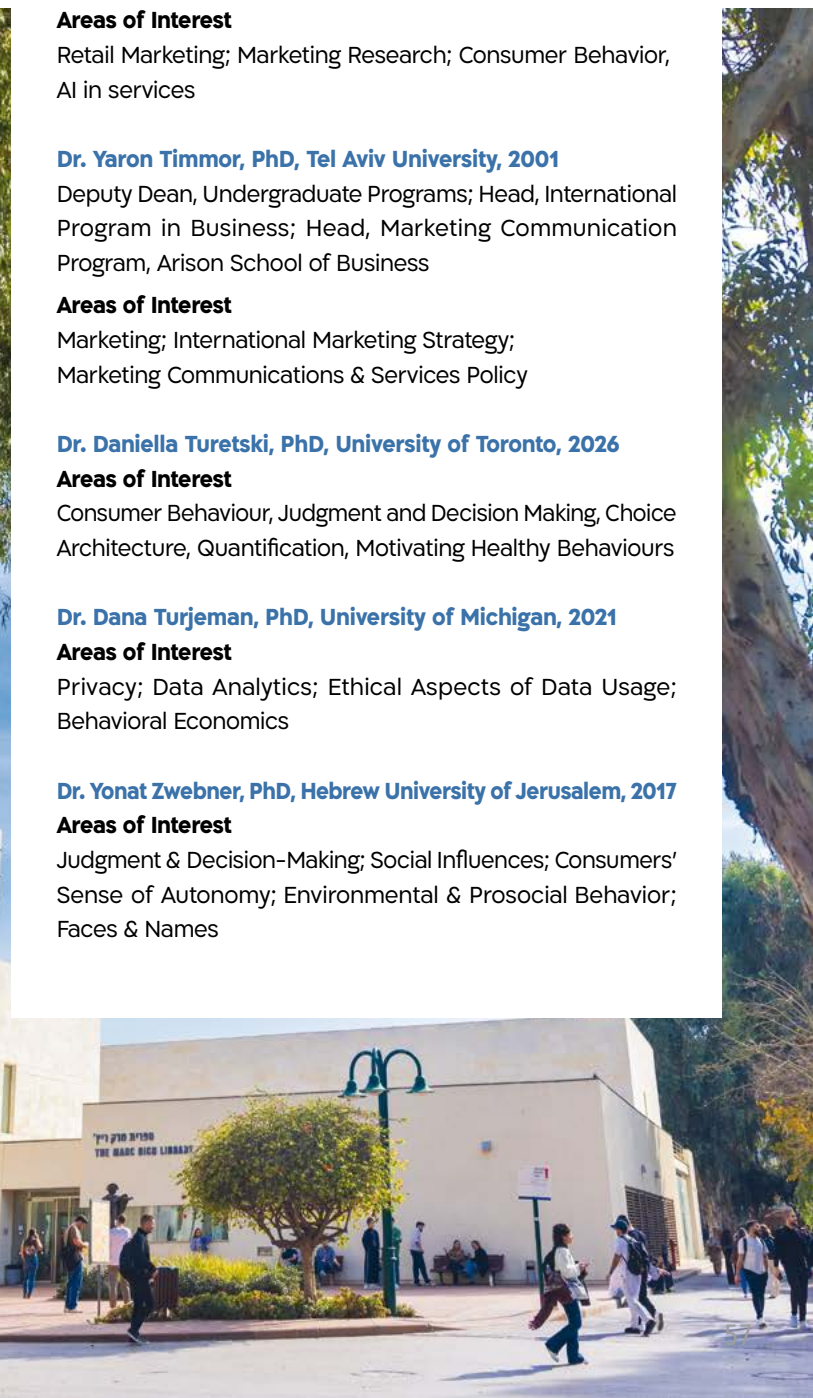
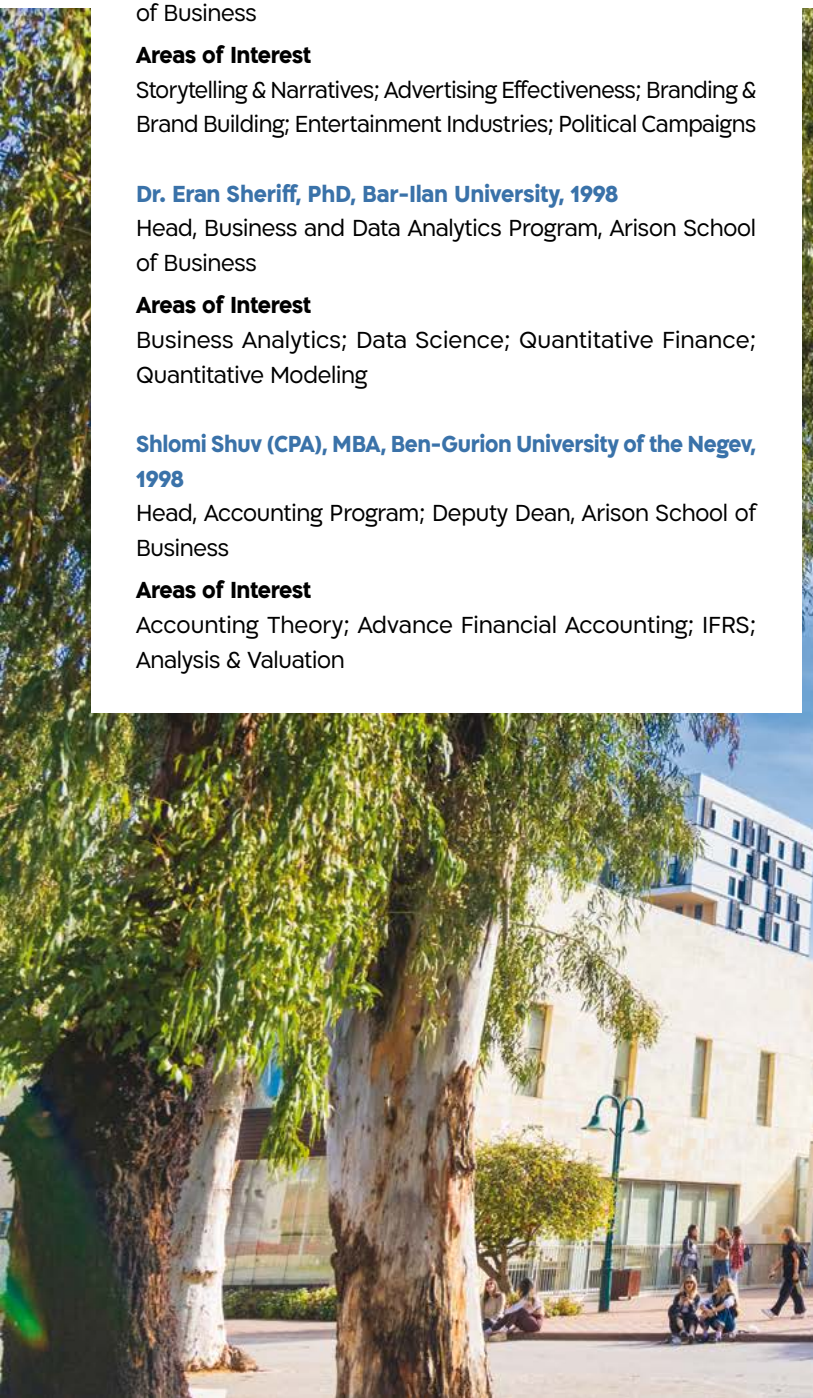
Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental & Prosocial Behavior; Faces & Names



BSc COMPUTER SCIENCE

The undergraduate program in Computer Science consists of 126 credits and is designed to be completed over a period of three years (six semesters). The program includes a rigorous, analytical foundation in mathematics; a thorough understanding of computer science and IT theory; and practical software development skills. In addition to the core and elective CS courses, the program includes courses in business, marketing, finance, high-tech entrepreneurship, and a wide variety of general study electives. The academic program is dynamic and constantly adapted to the fast-paced innovations of the high-tech world. Reichman University computer science alumni are earning among the highest wages in Israel's tech world.

COMPUTER SCIENCE CURRICULUM

YEAR I

FALL SEMESTER

Introduction to Computer Science
Calculus I
Linear Algebra I
Discrete Mathematics
Advanced English II for Computer Science Students - Level A*

SPRING SEMESTER

Calculus II
Linear Algebra II
Introduction to Probability
Data Structures
Systems Programming in C

YEAR II

FALL SEMESTER

Algorithms
Digital Systems Construction
Advanced Programming
Logic & Set Theory
Fundamentals of Finance
CS Elective Course I

SPRING SEMESTER

Operating Systems
Computational Models
Machine Learning from Data
CS Elective Course II
CS Elective Course III



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/bsc-computer-science/>

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YEAR III

FALL SEMESTER

Computer Networks
Computability
CS Elective Course IV
CS Elective Course V
CS Elective Course VI

Select 1:

- » Introduction to Computer Graphics
- » Deep Learning and Image Understanding

SPRING SEMESTER

Large Language Models for Software Engineering
CS Elective Course VII
CS Elective Course VIII
CS Elective Course IX

* Many RRIS students are exempt from this course.

COMPUTER SCIENCE ELECTIVE COURSES

(Below is a list of courses taught in past years. Course offerings vary from year to year, with selected courses taught in English.)

Advanced Algorithms
Building Secure Applications
Applicative Programming Using Design Patterns
Cryptography
Web Application Security
Image Processing on Mobile Platforms
Topics in Number Theory
Seminar: Visual Object Recognition
Advanced Seminar: Computer Graphics
Computer Vision
Computer & Network Security
Topics in Optimization for CS
Natural Language Processing
Seminar: Topics in Algorithms & Computer Science Theory
Workshop: Applied Cryptography
Algorithms in Computational Biology
Topics in System Engineering
Seminar: Software-Defined Networking
Object-Oriented Programming with C# & .NET
Developing Mobile Web Apps for the Enterprise
Introduction to Digital Signal Processing
Automatic Verification of Programs
Algorithms for Planar Graphs
Seminar: Network & Cloud Algorithmics
Game Intelligence
Distributed Algorithms
Coding Theory

Seminar: Algorithmic Game Theory
Information Retrieval & Web Search
Surveillance Based on Computer Vision
3D Animation with Unreal Engine
Securing Information Systems
Statistics & Data Analysis
Recommendation Systems
Learning & Graphics Seminar: Virtual Humans
Native Android Development with Kotlin
AI for Healthcare
Blockchains & Cryptocurrencies
Using AI for Malware and Intrusion Detection
Artificial Intelligence and Morality
Advanced Systems Development Using AI
Cloud Computing and Software Engineering
Advanced Topics in Computer Systems Security

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

GRADUATES OF THE CS PROGRAM WORK IN LEADING COMPANIES >>



These companies all bought startups that were set up by Reichman University Computer Science students, alumni, and staff members.



COMPUTER SCIENCE FACULTY

Many, though not all, of the faculty members listed below will be offering courses throughout the BSc program.

Dr. Kfir Bar, PhD, Tel Aviv University

Areas of Interest

Natural Language Processing; Medical AI

Prof. Udi Boker, PhD, Tel Aviv University, 2008

Head, Computer Science Graduate Program

Areas of Interest

Formal Verification; Automata Theory; Logic; Computational Models; Computability

Prof. Elette Boyle, PhD, MIT, 2013

Areas of Interest

Cryptography; Coding Theory; Distributed Systems

Dr. Ran Cohen, PhD, Bar-Ilan University, 2017

Areas of Interest

Cryptography; Distributed Computing

Dr. Sarel Cohen, PhD Tel Aviv University

Areas of Interest

Graph Algorithms; Data Structures; Computer Vision; High-Performance Computing; Interdisciplinary Research in Artificial Intelligence and Brain Research

Prof. Ohad Fried, PhD, Princeton University

Areas of Interest

Computer Graphics; Computer Vision; HCI

Prof. Ilan Gronau, PhD, Technion-Israel Institute of Technology, 2009

Vice Dean

Areas of Interest

Computational Biology; Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Vision; Image Processing; Computer Graphics; Robotics

Prof. Gil Kalai, PhD, Hebrew University of Jerusalem, 1983

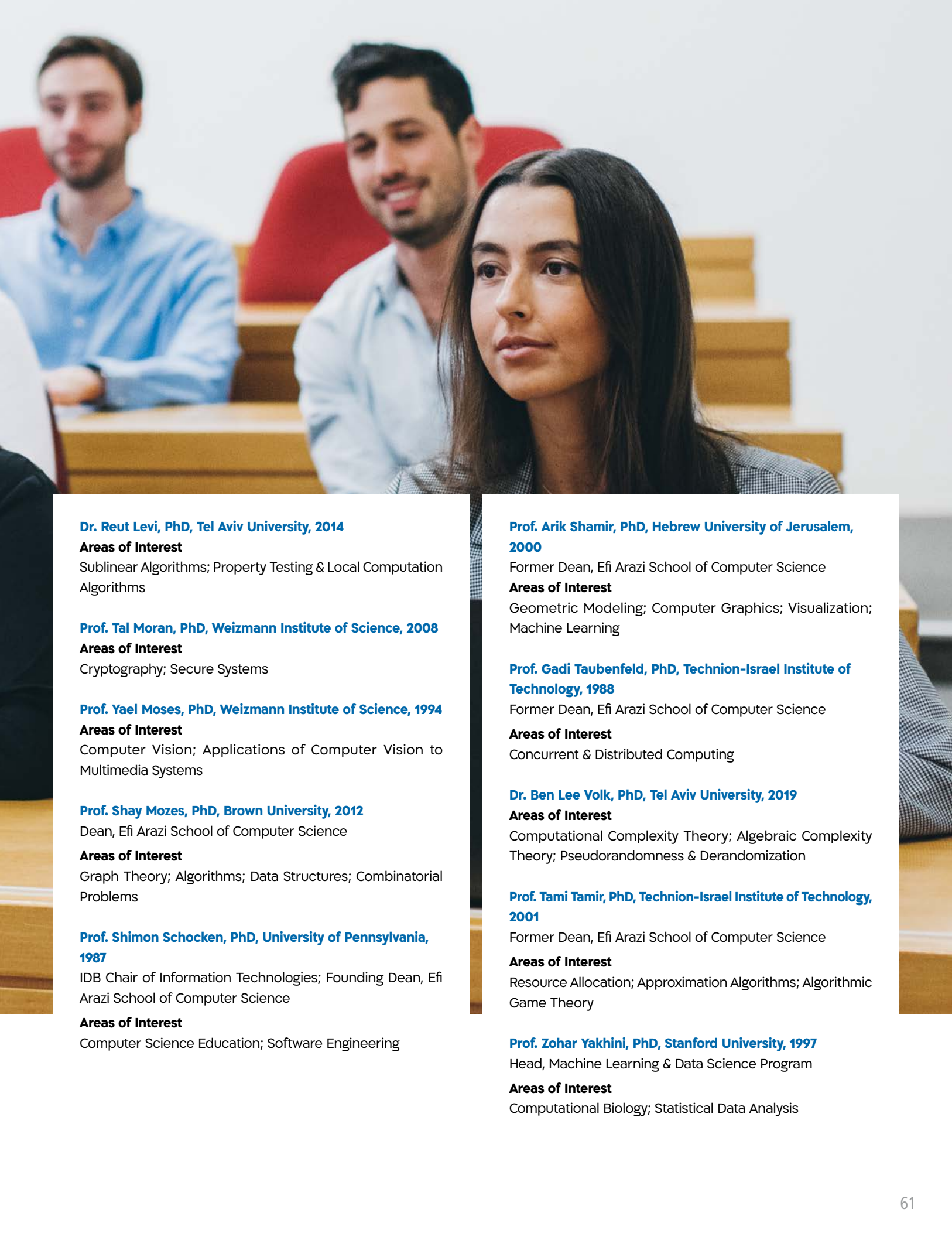
Areas of Interest

Theoretical Computer Science; Complexity; Learnability; Geometric Algorithms

Dr. Alon Kipnis, PhD, Stanford University, 2017

Areas of Interest

Mathematical Statistics; Information Theory; Data Science; Statistical Learning



Dr. Reut Levi, PhD, Tel Aviv University, 2014

Areas of Interest

Sublinear Algorithms; Property Testing & Local Computation Algorithms

Prof. Tal Moran, PhD, Weizmann Institute of Science, 2008

Areas of Interest

Cryptography; Secure Systems

Prof. Yael Moses, PhD, Weizmann Institute of Science, 1994

Areas of Interest

Computer Vision; Applications of Computer Vision to Multimedia Systems

Prof. Shay Mozes, PhD, Brown University, 2012

Dean, Efi Arazi School of Computer Science

Areas of Interest

Graph Theory; Algorithms; Data Structures; Combinatorial Problems

Prof. Shimon Schocken, PhD, University of Pennsylvania, 1987

IDB Chair of Information Technologies; Founding Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Science Education; Software Engineering

Prof. Arik Shamir, PhD, Hebrew University of Jerusalem, 2000

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Geometric Modeling; Computer Graphics; Visualization; Machine Learning

Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Concurrent & Distributed Computing

Dr. Ben Lee Volk, PhD, Tel Aviv University, 2019

Areas of Interest

Computational Complexity Theory; Algebraic Complexity Theory; Pseudorandomness & Derandomization

Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Resource Allocation; Approximation Algorithms; Algorithmic Game Theory

Prof. Zohar Yakhini, PhD, Stanford University, 1997

Head, Machine Learning & Data Science Program

Areas of Interest

Computational Biology; Statistical Data Analysis

DOUBLE MAJOR IN BA ENTREPRENEURSHIP AND BSC COMPUTER SCIENCE

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The School of Entrepreneurship at Reichman University provides students with the training, expertise, and resources needed to launch the next generation of successful Israeli ventures while strengthening and cultivating the country's startup ecosystem.

ASE offers experiential learning that combines academics with hands-on entrepreneurship opportunities beyond the classroom.

The double-major BA degree in Entrepreneurship and BSc in Computer Science is designed to be completed over three years (six semesters). First-year students are required to complete a preparatory course in Mathematics and Programming before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/entrepreneurship-and-computer-science/>

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DOUBLE MAJOR IN BA ENTREPRENEURSHIP AND BSC COMPUTER SCIENCE CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity, and Innovation
Research Methods and Critical Thinking for Entrepreneurs

SPRING SEMESTER

Innovation & Intrapreneurship Within Organizations

YEAR II

FALL SEMESTER

Legal, Tax, and Finance Aspects of Entrepreneurial Ventures
Financial Management & Entrepreneurial Finance
Accounting Skills for Entrepreneurs
Practical Tools and Strategies for Entrepreneurs – The Art of
Public Speaking, Excel, Time Management
Entrepreneurial Vertical (Select 1):

- » Biotech and Medical Entrepreneurship
- » Cyber and Software Solutions
- » Consumer Products Entrepreneurship
- » CannabisTech
- » Real Estate Entrepreneurship
- » Internet, E-commerce, Social and New Media Entrepreneurship
- » Fintech, Blockchain, & Data Science Entrepreneurship
- » Sportech
- » Fashiontech
- » Foodtech
- » Traveltech
- » Longevity and wellness
- » Greentech and agritech
- » Defensetech
- » The Gaming Vertical

SPRING SEMESTER

Digital Marketing for Entrepreneurs
UX & Product Design for Entrepreneurs
Elective (Select 1):

- » Founding and Managing Accelerators and VC Funds
- » Impact Entrepreneurship
- » Cross Vertical Development
- » Women's Entrepreneurship
- » Organizational Innovation Through Digitization, AI and Robotics
- » The Psychology of Language in Innovation and Entrepreneurship
- » Power and Influence in Innovation and Entrepreneurship
- » Scale-up
- » Advance models for corporate innovation
- » Financing models for entrepreneurship and innovation
- » Entrepreneurship through acquisition (ETA)

YEAR III

FALL SEMESTER

Venture Creation: Capstone Project A
Project Management for Entrepreneurs
Advanced Entrepreneurial Elective (Select 1):

- » Venture Creation Game-Based Learning
- » Sales and Business Development in Startups and High-Tech Companies
- » Branding & Storytelling

SPRING SEMESTER

Venture Creation: Capstone Project B
Organizational Behavior for Ventures and Innovative Projects
Advanced Entrepreneurial Elective (Select 1):

- » Value Creation & Project Management
- » From Sales to Customer Success
- » Advanced Digital Marketing for Entrepreneurs

● COMPUTER SCIENCE

YEAR I

FALL SEMESTER

Calculus I
Linear Algebra I
Discrete Mathematics
Introduction to Computer Science

SPRING SEMESTER

Calculus II
Linear Algebra II
Data Structures
Logic & Set Theory
System Programming in C

YEAR II

FALL SEMESTER

Algorithms
Digital Architectures or Digital Systems Construction
Introduction to Probability
Advanced Programming

SPRING SEMESTER

Operating Systems
Computational Models
Machine Learning (Credited in the Entrepreneurship program)

YEAR III

FALL SEMESTER

Complexity
Computer Networks

SPRING SEMESTER

CS Elective Course

ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship; Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

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Vice Dean; Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics; Cognitive Linguistics in Innovation and the Entrepreneurial Context/Mindset; Language and Discourse in the Context of Conflict

Prof. Tamar Almor, PhD, Tel Aviv University, 1993

Head, Double Major in Entrepreneurship & Sustainability; Life Fellow, European International Business Academy (EIBA); Editorial Board Member, Leading Academic Journals

Areas of Interest

International Entrepreneurship; International Business; Startup and Scaleup Growth Strategies; Innovation and Business Models; Gender and Culture in Entrepreneurship; High-Tech Ventures; Entrepreneurial Firms in Global Markets

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Areas of Interest

Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science; Research Fellow, Saïd Business School; Visiting Scholar, Stanford Business School; Author, Exitland.

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program
Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation



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Dr. Kfir Bar, PhD, Tel Aviv University

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Head, Computer Science Graduate Program

Areas of Interest

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Prof. Elette Boyle, PhD, MIT, 2013

Areas of Interest

Cryptography; Coding Theory; Distributed Systems

Dr. Ran Cohen, PhD, Bar-Ilan University, 2017

Areas of Interest

Cryptography; Distributed Computing

Dr. Sarel Cohen, PhD Tel Aviv University

Areas of Interest

Graph Algorithms; Data Structures; Computer Vision; High-Performance Computing; Interdisciplinary Research in Artificial Intelligence and Brain Research

Prof. Ohad Fried, PhD, Princeton University

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Vice Dean

Areas of Interest

Computational Biology; Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Vision; Image Processing; Computer Graphics; Robotics

Prof. Gil Kalai, PhD, Hebrew University of Jerusalem, 1983

Areas of Interest

Theoretical Computer Science; Complexity; Learnability; Geometric Algorithms

Dr. Alon Kipnis, PhD, Stanford University, 2017

Areas of Interest

Mathematical Statistics; Information Theory; Data Science; Statistical Learning

Dr. Reut Levi, PhD, Tel Aviv University, 2014

Areas of Interest

Sublinear Algorithms; Property Testing & Local Computation Algorithms

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Areas of Interest

Cryptography; Secure Systems

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Areas of Interest

Computer Science Education; Software Engineering

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Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Geometric Modeling; Computer Graphics; Visualization; Machine Learning

Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Concurrent & Distributed Computing

Dr. Ben Lee Volk, PhD, Tel Aviv University, 2019

Areas of Interest

Computational Complexity Theory; Algebraic Complexity Theory; Pseudorandomness & Derandomization

Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Resource Allocation; Approximation Algorithms; Algorithmic Game Theory

Prof. Zohar Yakhini, PhD, Stanford University, 1997

Head, Machine Learning & Data Science Program

Areas of Interest

Computational Biology; Statistical Data Analysis

DOUBLE MAJOR IN BA ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE

Entrepreneurs who are also economists have an outstanding advantage: They are equipped with a deep understanding of both the industry to which they wish to contribute and the macroeconomic changes that will affect their business. The combination of economics and entrepreneurship allows our students unique flexibility in their career choices. Graduates can be entrepreneurs or independent business owners, consultants or employees at corporations. They can work in the private sector (mainly in high-tech and fintech) or the public sector.

The entrepreneur, who is also an economist, must be ready for the data revolution. This program prepares students by equipping them with technological tools, with a special focus on data analysis.

Students in this program learn entrepreneurship, economics, and data analysis. Many of the courses involve practical work, team projects, and presentations. Extracurricular activities include meetings with leading figures in industry, tours, and hackathons.

In their third year, students take on practical projects that involve collaboration with industry.

The double major in Economics and Entrepreneurship with Data Science consists of 124 credits and is designed to be completed in a period of three years (six semesters). First-year students are required to complete a preparatory course in mathematics before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/economics-and-entrepreneurship-with-data-science/>

This brochure was last revised in August 2026. For the most current version, please visit our website.

DOUBLE MAJOR IN BA ECONOMICS AND

ENTREPRENEURSHIP WITH DATA SCIENCE CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity, and Innovation - from 0 to 1
Computational Thinking & Introduction to Programming in Python
Excel for Economists
Research Methods in Entrepreneurship
Advanced English

SPRING SEMESTER

Financial Management & Entrepreneurial Finance
Entrepreneurship and Innovation within Organizations
Introduction to Data Science

YEAR II

FALL SEMESTER

Applied Tools for Entrepreneurs
Legal and Tax Aspects of Entrepreneurial Ventures
Databases & SQL

SPRING SEMESTER

Machine Learning
Accounting Fundamentals
Fintech
Entrepreneurship Verticals (for example): (Select 1-2 course)*
» Real Estate Entrepreneurship
» Internet & New Media Entrepreneurship
» Cyber
» Sportech
» Biotech
» Gaming Vertical
» VC Funds
» Financing Models for Entrepreneurship and Innovation
» Entrepreneurship via Acquisition
*Optional, for extra credit

YEAR III

Yearly Capstone Seminars (Final project)
Select one of the following (Some seminars require an admissions process):
» Capstone Seminar in Data Science, in Collaboration with the Industry
» Acceleration Capstone Seminar
» Capstone Seminar in Venture Creation
» Capstone Seminar - Venture Capital Track (Year-long Internship at a VC)
» Case Study Seminar in Entrepreneurship (For student exchange program)
» Game Changers
» Capstone Research Seminar

FALL SEMESTER

User Experience Design + Product Management

SPRING SEMESTER

Deep Learning
Business Intelligence

● ECONOMICS

YEAR I

FALL SEMESTER

Principles of Microeconomics
Mathematics for Economists I
Statistics for Economists I
English

SPRING SEMESTER

Principles of Macroeconomics
Intermediate Microeconomics I
Mathematics for Economists II
Statistics for Economists II
R Programming
Advanced English

YEAR II

FALL SEMESTER

Intermediate Macroeconomics I
Intermediate Microeconomics II
Introduction to Econometrics
Introduction to Data Science
Investment Theory

SPRING SEMESTER

Intermediate Macroeconomics II
Intermediate Microeconomics III
Applied Econometrics

YEAR III

FALL SEMESTER

Applied Economic Policy
Academic Literacy
SQL

SPRING SEMESTER

Workshop: Writing Policy Papers

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

ECONOMICS FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Dr. Nadav Levy, PhD, Northwestern University, 2003

Deputy Dean, Tiomkin School of Economics

Areas of Interest

Industrial Organization; Economics of Organizations

Dr. Yael Hadass, PhD, Harvard University, 2004

Academic Head of Economics at the Raphael Recanati International School

Areas of Interest

Labor Economics; Macroeconomics; Political Economy; Personal Finance

Dr. Aluma Dembo, PhD, University of California, Berkeley, 2017

Areas of Interest

Decision Theory; Econometrics; Experimental Economics

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Dr. Yaniv Yedid-Levi, PhD, Stanford University, 2010

Areas of Interest

Macroeconomics; Macro-Labor; International Economics

Prof. Omer Moav, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Economic Growth & Development

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program,

Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Osnat Lifshitz, PhD, Tel Aviv University, 2004

Areas of Interest

Labor Economics; Family Economics; Econometrics

Dr. Alon Cohen, PhD, Tel Aviv University, 2009

Areas of Interest

Game Theory; Law & Economics; Macroeconomics

Dr. Asael Skalar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Statistics; Social Perceptions of Minorities; Motivation

Dr. Boaz Zik, PhD, Hebrew University of Jerusalem, 2018

Areas of Interest

Economic Theory; Mechanism Design; Information Economics

Dr. Ido Eisdorfer, PhD, Tel Aviv University, 2025

Areas of Interest

Microeconomics; Macroeconomics; Health Economy

Mr. Boris Lebedenko, MA, University of Haifa, 2021

Areas of Interest

Applied Statistics; R Programming; Biomedical R&D

Ms. Liat Erel, MA, Bar-Ilan University, 2007

Areas of Interest

Excel; Data Analysis for Business; Programming



ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship; Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

Dr. Orly Idan, PhD, Tel Aviv University, 2010

Vice Dean; Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics; Cognitive Linguistics in Innovation and the Entrepreneurial Context/Mindset; Language and Discourse in the Context of Conflict

Prof. Tamar Almor, PhD, Tel Aviv University, 1993

Head, Double Major in Entrepreneurship & Sustainability; Life Fellow, European International Business Academy (EIBA); Editorial Board Member, Leading Academic Journals

Areas of Interest

International Entrepreneurship; International Business; Startup and Scaleup Growth Strategies; Innovation and Business Models; Gender and Culture in Entrepreneurship; High-Tech Ventures; Entrepreneurial Firms in Global Markets

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Entrepreneurship & Business Administration; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of seven books on entrepreneurship published in the US and UK; Associate Editor at the Journal of Small Business Management, and Journal of Entrepreneurial Researchers. Founder of academic accelerators and international incubator.

Areas of Interest

Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science; Research Fellow, Saïd Business School; Visiting Scholar, Stanford Business School; Author, Exitland.

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program

Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation



DOUBLE MAJOR IN ENTREPRENEURSHIP AND SUSTAINABILITY (CLIMATE TECH)

● THE POWERHOUSE INTERSECTION: WHY VENTURE MEETS PLANET

Traditional academic programs separate environmental studies from business leadership, creating an artificial divide between ecological advocacy and commercial execution. **This elite international double major shatters those silos.** True global impact cannot scale without viable, high-growth market mechanisms, and modern commercial enterprises cannot survive without a profound understanding of resource economics, climate risk, and environmental technologies.

As the AI revolution drives an exponential surge in data-center infrastructure and energy demand, and as global geopolitical instability exposes the deep vulnerabilities of legacy resource supply chains, the need for national resource independence and tech-driven climate resilience has become paramount. This program directly trains future leaders to transform systemic global challenges into high-value, scalable commercial opportunities across ClimateTech, FoodTech, GreenTech, BlueTech, and the circular economy.

● THE DOUBLE-ENGINE SKILLSET: WHAT YOU BUILD FROM EACH SCHOOL

Students undergo rigorous preparation, acquiring distinct yet completely complementary tactical skillsets from two of Israel's leading faculties.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/double-major-in-entrepreneurship-sustainability-climatetech>

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● CAREER HORIZONS: WHERE OUR GRADUATES LEAD

This program is systematically engineered to place graduates in the absolute premium tier of the modern global economy. By synthesizing advanced commercialization strategies with deep environmental and resource literacy, our alumni do not merely fill existing corporate vacancies—they build new markets, disrupt legacy frameworks, and lead multi-billion-dollar green transitions.

Our graduates are uniquely prepared to dominate the following elite pathways:

- **Founders & Climate Tech Entrepreneurs (C-Suite):** Launching, scaling, and leading disruptive ventures across high-growth verticals including ClimateTech, alternative protein and cellular agriculture (FoodTech), precision AgriTech, circular supply chain software, and smart urban infrastructure. These founders excel at transforming complex environmental challenges and strict regulatory frameworks into high-value, venture-backed commercial opportunities.
- **Venture Capital, Private Equity & Impact Investing:** Serving as investment analysts, associates, and fund managers within specialized Climate Tech venture funds, green private equity, and institutional impact investment portfolios. Graduates leverage their dual training to perform rigorous technical and commercial due diligence, evaluating both financial scalability and environmental impact metrics for early-stage and growth-stage companies.
- **Climate & Resource Strategy Consultants:** Entering top-tier management consulting firms (e.g., McKinsey, BCG, Bain, and the Big Four) within specialized energy, sustainability, and decarbonization practices. Consultants advise Fortune 500 companies and heavy industries on complex supply chain overhauls, resource transformations, energy grid transitions, and climate risk mitigation strategies.
- **Climate Tech Product Managers & Innovation Leads:** Bridging the gap between R&D, environmental engineering, and commercial market demands. These professionals manage the end-to-end lifecycle of green products—ranging from carbon-accounting SaaS platforms and IoT-enabled smart grid hardware to bio-based materials and smart AgriTech sensors—ensuring product-market fit, user adoption, and rapid growth.

● Carbon Markets Specialists & Environmental Commodity Traders:

Structuring, evaluating, and managing high-value carbon offsetting portfolios, carbon credits, Renewable Energy Certificates (RECs), and compliance mechanisms under international emissions trading schemes (ETs). Operating within financial institutions, specialized brokerages, or large enterprises, they optimize carbon assets in an increasingly price-regulated global market.

● Renewable Energy & Infrastructure Project Developers:

Leading the commercial deployment, regulatory navigation, land acquisition, and financial modeling of utility-scale solar, wind, green hydrogen, and battery storage infrastructure projects. This role demands a profound understanding of energy economics, environmental impact assessments, and entrepreneurial project finance to bring massive clean energy assets online.

● Sustainable Finance & Transition Banking Architects:

Working within global investment banks, asset management firms, and multilateral development banks to structure green bonds, sustainability-linked loans, and transition-finance instruments. These professionals design the capital allocation strategies that fund the world's most capital-intensive green infrastructure projects and corporate climate transitions.

● WHY ENTREPRENEURSHIP & SUSTAINABILITY (CLIMATE TECH) AT REICHMAN UNIVERSITY?

The Heart of the Startup Nation: Reichman University is internationally acclaimed for inventing elite interdisciplinary education. The Adelson School of Entrepreneurship is the first and premier dedicated venture institution in Israel, fully integrated into Herzliya's high-tech core. Together with the School of Sustainability's world-class clinical research capabilities, students learn from serial founders, active VC partners, and top-tier researchers. Furthermore, studying within the Raphael Recanati International School (RRIS) provides an unmatched global peer network comprising top-tier students from over 90 countries, enabling international networking from day one.

DOUBLE MAJOR IN ENTREPRENEURSHIP AND SUSTAINABILITY (CLIMATE TECH) CURRICULUM

● ENTREPRENEURSHIP

YEAR 1 - Scientific Foundation & Venture Core

FALL SEMESTER

Practical Tools and Action Approaches for Entrepreneurs - Part A
Entrepreneurship, Creativity and Innovation - From Zero to One
Statistics and Research Methods
Academic English Literacy

SPRING SEMESTER

Computational Thinking and Programming
Practical Tools and Action Approaches for Entrepreneurs - Part B
Entrepreneurship and Innovation in Organizations
Problems in the 21st Century (DNA Course)

YEAR 2 - Deep-Tech Applications & Scale Strategy

FALL SEMESTER

Vertical Elective Specialization (Choose 1):
» Medical Entrepreneurship and Biotech
» Internet and New Media Enterprise
» Real Estate Entrepreneurship (with Acro Real Estate)
» Fashion Entrepreneurship
Foundations of Finance and Venture Accounting
Product Design, Prototyping, and User Experience (UX/UI)

FALL SEMESTER

Digital Marketing and Growth for Entrepreneurs
Legal and Tax Aspects of Startups
Corporate Product Management

YEAR 3 - Venture Incubation & Real-World Execution

FALL SEMESTER

Practical Seminar in Entrepreneurship (Year-Long Incubation) - Part A
Advanced Strategy Elective Course
Human Resources Issues for Ventures and Innovation Projects

FALL SEMESTER

Practical Seminar in Entrepreneurship (Year-Long Incubation) - Part B
Advanced Strategy Elective Course



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● SUSTAINABILITY

YEAR 1 - Scientific Foundation & Venture Core

FALL SEMESTER

Planetary Nutrition, Food and Tech in the New Era
Earth Systems
Foundations in Ecology
Introduction to Microeconomics
Modern Zionism (DNA Course)

SPRING SEMESTER

Environmental and Human Health
Sustainability in the Energy Sector
Mathematics A
Innovative Solutions in Biotechnology, Energy, Water, Materials and Tech (Mosaic Course)

YEAR 2 - Deep-Tech Applications & Scale Strategy

FALL SEMESTER

Advanced Geoinformatics (GIS, Remote Sensing, Big Data)
Sustainability in the Water Sector
Air, Water, and Soil Pollution
Sustainability & Tech Elective (Choose 1):
» GreenTech: Climate and Environmental Technologies
» Smart Cities and Advanced Urban Analytics
Corporate ESG Workshop (In partnership with BDO)
Sustainability & Tech Elective (Choose 1):
» BlueTech: Water and Marine Technologies
» HealthTech & Well-BeingTech: Preventive Medicine and Quality of Life Tech

SPRING SEMESTER

Environmental Economics & Climate Crisis Implications
Environmental Regulation and Law
Oil, Gas, and Renewable Energy: Economics, Geopolitics, Policy, and Security
Environmental Management and Urban Planning
Energy Economics

YEAR 3 - Venture Incubation & Real-World Execution

Practical Applied Environmental Project/Practicum (Year-Long)

FALL SEMESTER

Circular Economy, Industrial Ecology, Waste and Emission Management

SPRING SEMESTER

Energy and Environmental Policy in Israel: From Theory to Practice

ENTREPRENEURSHIP FACULTY

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Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

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Areas of Interest

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Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

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Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

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Head, Double Major in Entrepreneurship & Economics with Data Science; Research Fellow, Saïd Business School; Visiting Scholar, Stanford Business School; Author, Exitland.

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program

Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation

SUSTAINABILITY FACULTY

The school also features an extensive network of adjunct faculty from industry, entrepreneurship, and environmental law in Israel; however, these five profiles represent its core academic and research pillar, which spearheads international collaborations.

Prof. Iris Shai

Dean of the School of Sustainability and Full Professor at Reichman University.

Areas of Interest

Nutrition, epidemiology, sustainable dietary patterns, plant-based protein technologies, and environmental food contaminants. She is a global pioneer in conducting large-scale, long-term clinical dietary intervention trials (such as DIRECT and DIRECT PLUS) to investigate the impact of personalized green-Mediterranean diets on cardiometabolic risk, brain function, the microbiome, and aging.

Dr. Asaf Tzachor Weisskur

Vice Dean of the School of Sustainability, Founder and Academic Director of the Aviram Honors Program (Sustainability, Technology, and Management), and Founder and Academic Director of the Yannay Institute for Energy Security.

Areas of Interest

Interdisciplinary sustainability sciences, emerging digital technologies (such as AI in climate adaptation), global catastrophic risks and resilience, sustainable resource management, circular economy, and supply chain disruption risks in global food systems.

Prof. Yael Parag Cohen Mintz

Vice Dean of the School of Sustainability and Head of the Energy Track at Reichman University.

Areas of Interest

Energy policy, consumer behavior within smart energy grids, prosumer markets, demand flexibility, local/community energy governance, and personal carbon trading. She is internationally recognized for creating the "Middle Out" perspective, a framework for analyzing and accelerating socio-techno-economic energy transitions.

Dr. Shiri Zemah Shamir

Senior Lecturer and Head of the Sustainability-Economics and Data Analytics Program at Reichman University.

Areas of Interest

Environmental and ecological economics, economic valuation of ecosystems, biodiversity, and ecosystem services. Her work focuses on cost-benefit analyses, Nature-based Solutions (NbS), marine and coastal environmental management, offshore renewable energy infrastructure, and mitigating human-wildlife conflicts.

Prof. Yoav Yair

Head of the Climate Risk Management Track and Full Professor at the School of Sustainability, Reichman University.

Areas of Interest

Atmospheric and space sciences, atmospheric electricity, thunderstorms and lightning (on Earth and other planets), space weather, solar-terrestrial relations, natural disasters, and the integration of immersive technologies (VR/AR) into learning platforms.



BA

COMMUNICATION

The Sammy Ofer School of Communication is at the forefront of communication research and prepares its graduates for the most dynamic professions in the communication ecosystem, including in: marketing, product management, user experience design and research, investigative journalism, client management, digital content and creative management, social media management, communication consulting and spokesperson roles, AI system integration in organizations, strategic communication development and management, and the production of content, including documentaries, for various platforms.

The curriculum is dynamic, interdisciplinary, and constantly evolving. It combines theory and practice and offers three specializations: Marketing Communication, Human-Computer Interaction, and Content for Impact.

What sets the School of Communication at Reichman University apart is the breadth and variety of its practical workshops, combined with in-depth theoretical exploration across the different fields.

● SPECIALIZATION: HUMAN-COMPUTER INTERACTION (HCI)

Head of Specialization: Dr. Noa Morag

The Human-Computer Interaction specialization prepares students for AI-driven products positions in the high-tech industry.

Students learn key product-related disciplines and develop critical, analytical, and design thinking skills relevant to the development of interactive technologies, intelligent systems, and AI-powered products. The program emphasizes human-centered approaches to designing, evaluating, and governing emerging technologies, including mobile application, robots, VR systems and generative AI and conversational systems.

The specialization offers professional workshops in: Product Design, Designing UI with AI, Product Marketing and Management, Product Acceleration, AI powered for product creation, Product Discovery as well as research seminars and courses in Ethics and Responsible AI Innovation, Foundations of Technological Thinking, Cognitive Psychology Aspects in UX, Human-Computer Interaction and Design for Trust: On Collaboration Between Humans - AI.

The final project focuses on developing an innovative technological product from concept to full implementation. Students collaborate with hightech companies and design, evaluate, and deploy products and services, preparing graduates to lead the next generation of human-centered technological innovation.

Potential Career Paths:

UX/UI Designer, Product Designer, UX Researcher, User Experience Manager, Product Manager, UX Writer, Product Marketing Specialist, Customer Success Manager, Digital Project Manager (especially in startups), Product Analyst, Product Specialist.



For more information:

www.runi.ac.il/en/schools/rris/undergraduate/ba-communication/

This brochure was last revised in August 2026. For the most current version, please visit our website.

● SPECIALIZATION: CONTENT FOR IMPACT

Head of Specialization: Dr. Yael Hadassi-Bachar

The Content for Impact specialization trains students for the future of communication by combining content creation, strategic communication, investigative journalism, information technologies, and AI tools.

Students will gain both a broad understanding of contemporary media and engage in hands-on experience.

They will complete a final project developing campaigns, and documentaries, fictional content, or investigative journalism pieces, under the guidance of top industry mentors.

Through guest lectures, workshops, and field trips with senior professionals, students will build rich portfolios. Graduates of this track enter leading roles in political, social, business, and high-tech sectors.

In an era where media and digital platforms shape public opinion, social movements, and trends, this specialization equips students to create meaningful impact through communication.

Potential Career Paths:

Strategic Communications Consultant, Community Manager, AI Content Specialist, Online Activist, Communications Consultant, Content Manager, Social Media Manager, Producer, Director, and Content Editor, Journalist, Investigative Reporter, Storytelling Expert.

● SPECIALIZATION: MARKETING COMMUNICATION

Head of Specialization: Ms. Sivan Ben Horin

The Marketing Communication specialization trains students in strategic, creative, and innovative thinking across advertising, marketing, public relations, media, and digital communication, integrating AI tools.

The program covers both theoretical foundations and practical applications for working with clients and target audiences. Students acquire essential tools to enter the industry, including advertising agencies, PR companies, marketing departments, and high-tech companies.

Alongside theoretical courses and seminars, students participate in hands-on workshops taught by industry mentors, such as: Strategic Marketing, Creative Development, Social Media Campaign Management, Advertising Innovation, Trend Analysis and Prediction, Branded Content Creation, and E-commerce Strategy.

In their third year, students work with real clients—commercial companies and social organizations—through the Marketing Lab, which mirrors advanced industry practices. This experience helps students build a strong portfolio and professional network to support their career launch.

Potential Career Paths:

Customer Success Manager/Advertising Manager, Strategic Planner (Marketing Strategy), Marcom Manager, Communications Consultant/Public Relations Specialist, Digital Asset Manager, Branding and Customer Experience (CX) Manager, Brand Manager, Creative/Copywriting roles in advertising and high-tech, Social Media Manager, Campaign Manager, Branded Content and Partnership Manager, Spokesperson (corporate, municipal, nonprofit), e-commerce Manager.

בית ספר סמי עופר לתקשורת
SAMMY OFER SCHOOL OF COMMUNICATIONS

BUSINESS ADMINISTRATION CLUSTER

The Arison School of Business at Reichman University offers a cluster in Business Administration for third-year Communication students. Composed of five mandatory courses, this cluster introduces students to the basic concepts business theories that enable an understanding of marketing communication, effective management, 21st century leadership, organizational behavior and strategic decision-making.

HONORS PROGRAM

HONORS PROGRAM IN COMMUNICATION

The Honors Program at the Sammy Ofer School of Communication offers outstanding students a unique opportunity to gain profound, firsthand insight into how the theoretical knowledge and practical skills acquired during their studies are implemented in the field.

Throughout the program, students take a select number of specialized courses designed exclusively for them in a small-group setting, while simultaneously developing an individual project.

The program's "Excellence Field Trips" are intentionally designed to inspire students and broaden their intellectual and professional horizons.

HONORS PROGRAM IN PUBLIC DIPLOMACY

Head of the Program: Prof. Moran Yarchi

An interdisciplinary program offered by the School of Communication, the School of Government, and the Abba Eban Institute for Diplomacy and Foreign Relations, the program combines high-quality, innovative academic content with top-level practical experience in the field of Israeli public diplomacy.

Students acquire analytical tools and new ways of thinking about Israel's foreign policy, while gaining hands-on experience. They also have the opportunity to learn from leading researchers and prominent figures in the field of Israeli and global public diplomacy. Graduates of the program integrate into a variety of public diplomacy roles within the official public sector, civil society organizations, and the media.

The program is conducted in English and is intended for third-year students.

CUTTING-EDGE FACILITIES

INNOVATIVE AND ADVANCED LEARNING ENVIRONMENT

The Sammy Ofer School of Communication is equipped with the most advanced and cutting-edge technology. It includes the Media Innovation Lab (milab), a Virtual Reality Lab (XR), television studios, radio and podcast studios, editing suites, the Daniel Pearl Newsroom, and a research institute focused on the psychology of the internet.

PROFESSIONAL EXPERIENCE

COMPASS - INTERNSHIPS IN ORGANIZATION

The CommPass Program is a unique academic-practical. It enables undergraduate students to complete a full-semester internship with leading communication, media, and digital companies in Israel.

AUDIO CENTER EXPERIENCE

Additionally, the Audio Center is operated by students and faculty members, in collaboration with and under the guidance of senior professionals from the media industry. Students are responsible for broadcasting, producing, editing, and managing the technical and musical aspects. The station also functions as an audio-digital lab and an incubator for podcast development.



COMMUNICATION CURRICULUM

YEAR I

Mandatory Courses

Press, Politics, and Policy
Introduction to Communication Research
Introduction to Communication in the Information Age
Data and Information-Based Thinking
Practical: Generative AI Platforms
Theory: Generative AI Platforms
Introduction to Marketing Communication
Communication Strategy for Creating Impact
Introduction to Human-Computer Interaction
Research Methods and Statistics

Mandatory Workshops

The Art of Pitching and Message Delivery
Fundamentals of Photography and Editing
Creating Content for Broadcasting in a TV Studio
Tools for Digital Marketing and Advertising
Tools for User Experience (UX) Design

YEAR II

Mandatory Courses

Gen Z and Acute Academic Social Media Debates
Academic Writing
Critical Thinking
Political Communication
Storytelling
The Media Ecosystem
Communication and Democracy
Social Psychology
Ethics of Data, Communication, and Technology
The History of Media
Qualitative Research Methods

Mandatory Workshop

Podcasting 101

SPECIALIZATIONS / YEAR II

• **CONTENT FOR IMPACT**

Mandatory Courses

Consciousness in an Era of Constant Revolution
Shaping Our Reality through Creation

Workshops

Strategic Communication
Influence and Narrative on Social Media
Advanced Video Production
Impact: Perceptions, Strategy, and Campaigns
Strategic Communication

Proseminar

Content for Virality on Social Networks
Content Monetization and Virality

• **MARKETING COMMUNICATION**

Mandatory Courses

Consumer Behavior
Innovative Marketing for High-Tech

Workshops

Marketing Strategy
Ideation and Creativity
Communication Consulting, Public Relations, and Crisis Management
Social Media Campaign Management

Proseminar

Marketing Strategies for Virality
Empathetic and Beneficiary Marketing
The Art of Effective Messaging: Marketing Communication and Persuasion Techniques

• **HUMAN-COMPUTER INTERACTION (HCI)**

Mandatory Courses

Advanced Topics in Human-Computer Interaction
(UX) -Cognitive Psychology for user Experience

Workshops

Product Design
Product Marketing
Product Market Fit
Advanced User Experience (UX) Design
Content Design for User Experience (UX)

Proseminar

Design Principles: User Experience and Cognition
Design for Trust: On Collaboration Between Humans-AI

YEAR III

Mandatory Courses

Positive Psychology
Internet: Social and Cultural Aspects
Media and Diplomacy in International Conflicts: The Arab Israeli Case
Claude Code
Law and Policy of Information and Communication
Digital Activism



SPECIALIZATIONS / YEAR III

• CONTENT FOR IMPACT

Mandatory Courses

Content Entrepreneurship and Innovation
Content and Impact in the Tech Industry

Workshops

Visual Content and on Camera Skills
Content Entrepreneurship
Advanced Video Production
Formatting for a Million Views

Year-long Seminars

Media Audiences: Uses, Interpretation, and Influence

Final Project

Content Creation - The Art of Journalism
Content Creation: Research, Produce & Measure

• MARKETING COMMUNICATION

Mandatory Courses

From Academia to the Industry
Marketing Intelligence: From Market Research to Tactics with AI
Brand Management and Customer Experience

Workshops

Brand Expression and Engagement
Innovation in Advertising
Add to Cart: E-Commerce and Affiliate Marketing
Thinking Future: Analyzing and Predicting Trends
Visual Communication Design with AI & Photoshop

Year-long Seminars

Psychological Aspects of Marketing Campaigns
Virality - Creating a Field Campaign
Trends as Marketing Strategy Setters
Digital Propaganda and Marketing and the Online Discourse
Around Them
Parasocial Marketing

Final Project

PR Strategies and Marketing
Integrated Advertising Campaign
Social Advertising & Marketing



• HUMAN-COMPUTER INTERACTION (HCI)

Mandatory Courses

Ethics and Technologies in the Age of AI
Foundation in Technological Thinking, from Programming to AI
Product Acceleration: From Business Strategy to Product Growth

Workshops

Content Design for User Experiences (UX)
Content Design for User Experiences (UX)
AI powered for product creation
Designing UI with AI

Year-long Seminars

Physical-Digital Interfaces Research Seminar
Virtual Reality Experience, Design, and User Research

Final Project

Product Innovation Bootcamp with the Industry
Milab Product Marketing in High-Tech Companies

Students are also required to take general electives and may take electives from other programs at Reichman University.

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

COMMUNICATION FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Karine Nahon, PhD, Tel Aviv University, 2004

Dean, Sammy Ofer School of Communication

Areas of Interest

Information Politics; Social Networks; Power Dynamics; Network Gatekeeping; Virality of Information; Challenges to Democracy in the Information Age

Prof. Hadas Erel, PhD, Ben-Gurion University of the Negev, 2009

Vice Dean, Sammy Ofer School of Communication

Areas of Interest

Social Interaction with Non-humanoid Robotic Objects

Prof. Yair Amichai-Hamburger, PhD, Oxford University, 1993

Head of the Center of Internet Psychology (CIP)

Areas of Interest

Personality; Internet Use & Well-Being; Virtual Teams; Inter-Group Contact on the Internet; Leadership & Motivation; Conflict Management in Organizations

Prof. Tal Azran, PhD, University of Melbourne, 2007

Head of the International Communication Program

Areas of Interest

International Communication; Political Communication; The Effects of New Media Technologies

Prof. Doron Friedman, PhD, Tel Aviv University, 2004

Head of the Advanced Reality Lab

Areas of Interest

Human-Computer Confluence; Brain-Computer Communication

Prof. Yair Galily, PhD, University of Leicester, 2000

Head of the Sports, Media and Society (SMS) Research Lab

Areas of Interest

Sport; Leisure; Social Media & Sedentary Leisure; Media

Prof. Eytan Gilboa, PhD Harvard University, 1974

Areas of interest

International Communication, Public Diplomacy, Public Opinion, Media and Conflict Resolution, American Media

Dr. Jonathan Giron

Co-Director of the Advanced Reality Lab

Areas of Interest

Neuroscience; Synthetic Biology; Virtual Reality; Brain-Computer Interfaces; Human-Computer Interaction

Prof. Tsahi (Zack) Hayat, PhD, University of Toronto, 2014

Areas of Interest

Social Network Analysis; The Relationship Between Information, Communication Technology, and Personal Networks; Organizational Communication; Networked Work

Dr. Amit Lavie-Dinur, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Privacy; Media Framing & Representation of News Events; Values Portrayed in Advertising Media; Representation of the "Other" in Popular Texts

Dr. Noa Morag, PhD, Bar-Ilan University, 2020

Head of the BA Human-Computer Interaction (HCI) Specialization; milab Associate Director

Areas of Interest

Social & Ethical Aspects of Technologies; Interactive Media; Digital Fabrication Technologies; Human-Centered Design

Prof. Keren Tzur Eyal, PhD, University of California, Santa Barbara, 2004

Head of the MA Program in Communication and Strategy

Areas of Interest

Media Content & Effects; The Media's Role in Youth Socialization, Sexuality & Body Image

Prof. Gabriel Weimann, PhD (Communications), Hebrew University of Jerusalem, 1982

Areas of Interest

Political Communication; Terrorism and Media, Online Terrorism, Media Effects

Prof. Gadi Wolfsfeld, PhD, Massachusetts Institute of Technology, 1979

Areas of Interest

Political Communication; The Role of the Media in Political Conflicts & Peace Processes; Role of the New Media in Collective Action

Prof. Moran Yarchi, PhD, Hebrew University of Jerusalem, 2012

Head of the Public Diplomacy Program

Areas of Interest

Political Communication; Public Diplomacy; Media Coverage of Conflicts & Terrorism; News Media & Election Campaigns

Dr. Amit Rechavi, PhD, Haifa University, 2013

Areas of Interest

Network Analysis, Data and Information, Machine Learning, AI

Prof. Oren Zuckerman, PhD, Massachusetts Institute of Technology, 2007

Co-Director of milab; Head of the MA Program in HCI

Areas of Interest

Cross-Section of HCI (Human-Computer Interaction) & CMC (Computer-Mediated Communication); Participation Patterns in Online & Mobile Communities; Engagement in Location-Based Media; Human-Centered Computing

Dr. Bina Nir, PhD, Tel-Aviv University, 2012

Head of the Honors Program

Areas of Interest

cultural patterns, genealogical research, and critical thinking

BA

PSYCHOLOGY

This degree aims to provide knowledge, tools, and practical experience that will enable students to grow as individuals, contribute to the well-being of others and of society, and continue on to advanced academic degree studies. Core courses include clinical, social, personality, and developmental psychology, psychopathology, and neuroscience. Advanced courses provide exposure to cutting edge aspects of psychological science,

The Psychology BA program requires 121 credit hours, and is designed to be completed over a period of three years (six semesters). In addition to their psychology studies, students take four credits of general electives.

Students who did not attend a high school taught in English may be required to take courses in English language proficiency.

● EXCELLENCE PROGRAMS

Our Excellence Programs are designed for outstanding students who plan to pursue advanced degrees in Israel or abroad. Students can take participate in these programs during the second and third years of their studies.

The Excellence Programs are composed of:

■ HONORS PROGRAM

The general Honors Program includes a seminar in which participants strengthen their analytical and research skills, proficiency in reading and writing scientific material in English, and ability to write a research honors thesis.

■ BRAIN AND MIND PROGRAM

The Brain and Mind Program includes an intensive apprenticeship in a neuroscience lab and relevant theoretical courses.

Both programs orient participants toward writing an empirical research article to be submitted for publication in a scientific journal. The programs increase participants' chances of being accepted for graduate studies at leading universities. Registration for the Excellence Programs opens towards the end of the first undergraduate year and is based on students' achievements during that year.

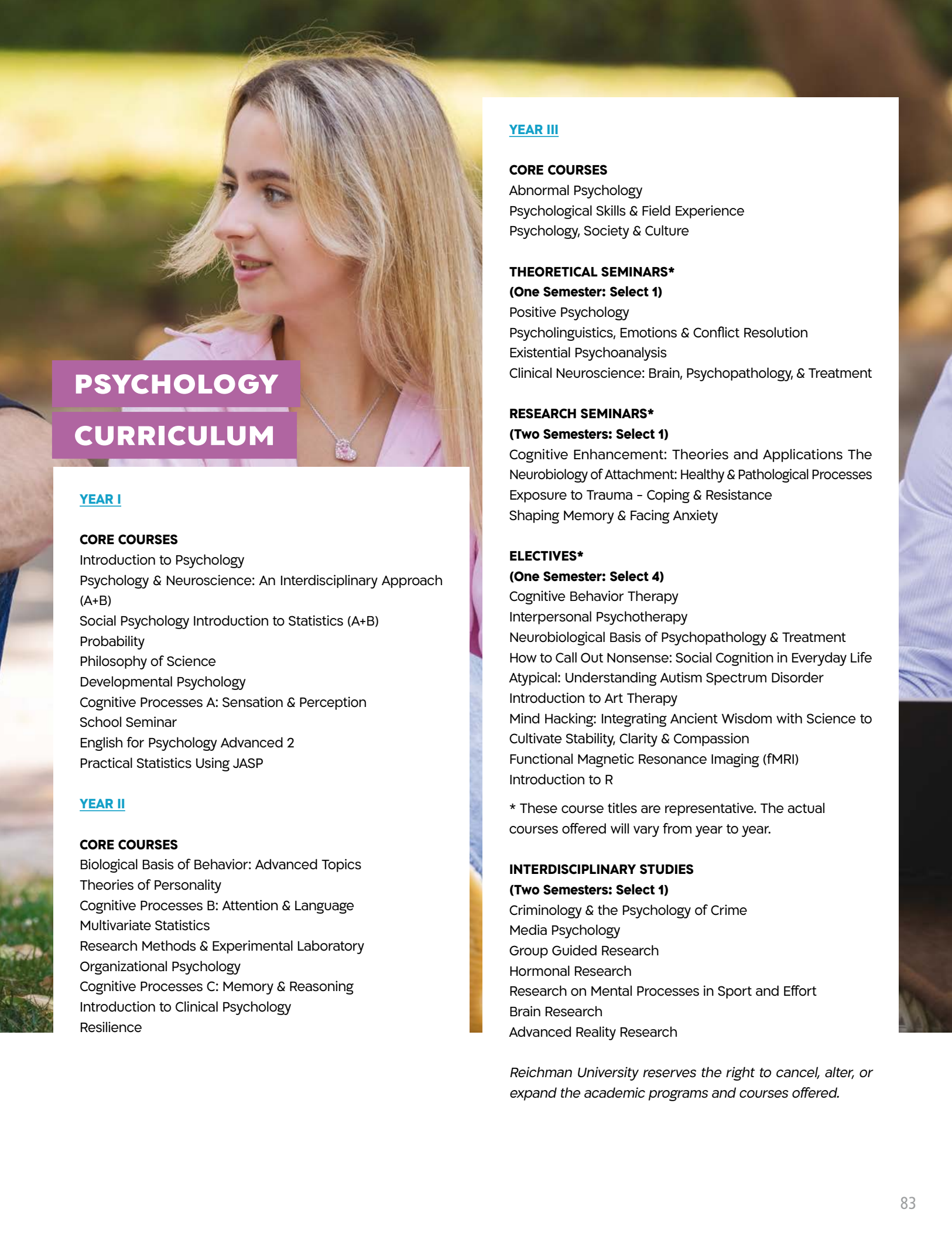
For more information: www.runi.ac.il/en/schools/psychology



For more information:

www.runi.ac.il/en/schools/rris/undergraduate/ba-psychology/

This brochure was last revised in August 2026. For the most current version, please visit our website.



PSYCHOLOGY CURRICULUM

YEAR I

CORE COURSES

Introduction to Psychology
Psychology & Neuroscience: An Interdisciplinary Approach (A+B)
Social Psychology Introduction to Statistics (A+B)
Probability
Philosophy of Science
Developmental Psychology
Cognitive Processes A: Sensation & Perception
School Seminar
English for Psychology Advanced 2
Practical Statistics Using JASP

YEAR II

CORE COURSES

Biological Basis of Behavior: Advanced Topics
Theories of Personality
Cognitive Processes B: Attention & Language
Multivariate Statistics
Research Methods & Experimental Laboratory
Organizational Psychology
Cognitive Processes C: Memory & Reasoning
Introduction to Clinical Psychology
Resilience

YEAR III

CORE COURSES

Abnormal Psychology
Psychological Skills & Field Experience
Psychology, Society & Culture

THEORETICAL SEMINARS*

(One Semester: Select 1)

Positive Psychology
Psycholinguistics, Emotions & Conflict Resolution
Existential Psychoanalysis
Clinical Neuroscience: Brain, Psychopathology, & Treatment

RESEARCH SEMINARS*

(Two Semesters: Select 1)

Cognitive Enhancement: Theories and Applications
The Neurobiology of Attachment: Healthy & Pathological Processes
Exposure to Trauma - Coping & Resistance
Shaping Memory & Facing Anxiety

ELECTIVES*

(One Semester: Select 4)

Cognitive Behavior Therapy
Interpersonal Psychotherapy
Neurobiological Basis of Psychopathology & Treatment
How to Call Out Nonsense: Social Cognition in Everyday Life
Atypical: Understanding Autism Spectrum Disorder
Introduction to Art Therapy
Mind Hacking: Integrating Ancient Wisdom with Science to Cultivate Stability, Clarity & Compassion
Functional Magnetic Resonance Imaging (fMRI)
Introduction to R

* These course titles are representative. The actual courses offered will vary from year to year.

INTERDISCIPLINARY STUDIES

(Two Semesters: Select 1)

Criminology & the Psychology of Crime
Media Psychology
Group Guided Research
Hormonal Research
Research on Mental Processes in Sport and Effort
Brain Research
Advanced Reality Research

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



PSYCHOLOGY FACULTY

Many courses in the program are taught by the faculty members listed below in alphabetical order, though not all faculty members are listed.

Prof. Rany Abend, PhD, Tel Aviv University, 2016

Areas of Interest

Neurobiological Mechanisms of Psychopathology; Developmental Psychopathology; Neuroscience-guided Treatment

Prof. Amir Amedi, PhD, Hebrew University of Jerusalem, 2005

Areas of Interest

Brain, Cognition, & Technology; Multisensory Integration; Functional Neuroimaging

Prof. Shahar Ayal, PhD, Tel Aviv University, 2007

Dean, Baruch Ivcher School of Psychology

Areas of Interest

Heuristics & Biases; Behavioral Ethics; Intergroup Effects on Decision-Making

Prof. Boaz M. Ben-David, PhD, Tel Aviv University, 2007

Vice Dean, Baruch Ivcher School of Psychology

Areas of Interest

Communication; Cognitive & Sensory Integration in Aging; Perception of Emotions in Spoken Language; Impact of Threat on Attention

Prof. Anat Brunstein Klomek, PhD, Bar-Ilan University, 2004

Areas of Interest

Interpersonal Psychotherapy; Bullying; Suicide Prevention

Prof. Ruth Feldman, PhD, Hebrew University of Jerusalem, 1994

Areas of Interest

Development of Child Affect & Social Behavior; Neurobiology of Social Affiliation

Dr. Tahli Frenkel, PhD, Tel Aviv University, 2012

Areas of Interest

Child Development; Temperament, Anxiety & Behavioral Inhibition



Dr. Britt Hadar, PhD, Tel Aviv University, 2020

Areas of Interest

Social Hierarchy; Inequality; Decision-Making; Cognitive Processes

Prof. Gilad Hirschberger, PhD, Bar-Ilan University, 2002

Areas of Interest

Existential Threats; Political Conflict; Long-Term Effects of the Holocaust; Metaphors of Conflict

Prof. Yaniv Kanat-Maymon, PhD, Ben-Gurion University of the Negev, 2009

Areas of Interest

Organizational Psychology; Autonomy Experience and Sense of Volition; Romantic & Parent-Child Relationships

Prof. Nava Levit-Binnun, PhD, The Weizmann Institute of Science, 2006

Areas of Interest

Mindfulness; Contemplative Neuroscience; Wellbeing; Wisdom

Prof. Daniel A. Levy, PhD, Hebrew University of Jerusalem, 2003

Areas of Interest

Neuroscience; Physiological Psychology; Cognitive Psychology

Prof. Michal Reifen Tagar, PhD, University of Minnesota, 2014

Head, International Undergraduate Program in Psychology

Areas of Interest

Intergroup relations; Social Development in Childhood; Political Ideology

Prof. Tamar Saguy, PhD, University of Connecticut, 2008

Head, MA Program in Social Psychology

Areas of Interest

Intergroup Relations; Conflict Resolution; Prejudice Reduction; Gender

Dr. Limor Shtoots, PhD, University of Haifa, 2013

Areas of Interest

Neurobiology; Neuroscience

Prof. Michelle Slone, PhD, Tel Aviv University, 1986

Head, MA Program in Clinical Psychology

Areas of Interest

Trauma; resilience; armed conflict; intervention; post-trauma therapy

BA GOVERNMENT

The BA program in Government prepares students for careers in public policy and administration, diplomacy, consulting, and security. Set in the Middle East, the program enables students to gain a unique understanding of geopolitical events that affect the region, while also exploring international dynamics and global trends.

Naturally, emphasis is placed on the inner workings of Israel's religious and societal make-up, its counter-terrorism policy, and its relationships with leading powers.

Thanks to its focus on theory, leadership, and practical experience, this degree equips students with both the academic and hands-on skills needed for careers in the public and private sectors, in Israel and beyond.

Foundational academic courses, such as Contemporary International Politics; Political Communication; The Arab-Israeli Conflict and the Peace Process; AI and Government; The Politics of Climate Change; and

American Government and Politics, are combined with interactive skills-oriented workshops, hands-on simulations, internships (for credit), and briefings and informal meetings with key public figures.

Starting in their second year, students specialize in Diplomacy and Global Affairs or in Security Studies and Counter-Terrorism. In their third year, they may also select a cluster, further developing and sharpening their theoretical and practical skills.

● TRACKS

- DIPLOMACY & GLOBAL AFFAIRS
- SECURITY & COUNTER-TERRORISM STUDIES

● CLUSTERS

- MEDIA & INFLUENCE
- BUSINESS

Students may also apply to special academic programs, including our Honors Program (the Argov Fellows Program in Leadership and Diplomacy), the Public Diplomacy Program, the Syracuse Exchange Program, the Rabin Leadership Program, the Zvi Meitar Emerging Technologies Program, the CO-OP Startup Experience Course, and exchange/semester-abroad programs at leading international institutions.

During their studies, students may also become involved in the Manara Center for Coexistence and Dialogue research project, The Shimon Peres Fellowship, and several student-led clubs, including Model United Nations, Pugwash, the International Negotiations Club, and the International Diplomacy Initiative.

The Lauder School of Government, Diplomacy, and Strategy attracts outstanding students from around the world. It provides a pluralistic environment where students can exchange ideas, expand their network, and actively prepare for their future. Our students pursue graduate studies (Masters degrees and PhDs) at Reichman University and other leading American, Israeli, and European universities or choose to enter the workforce in politics, the private sector, NGOs, consulting tech, and cutting-edge security companies in Israel and abroad.

The BA program in Government consists of 120 credits.

The program is designed to be completed over a period of three years.

● INTERNSHIP OPPORTUNITIES

Internship opportunities for 2nd and 3rd-year undergraduate students in the Lauder School of Government, Diplomacy & Strategy are available at various government agencies, NGOs, advocacy groups, media outlets, research institutes, and think tanks (including research centers at the Lauder School). The internships approved by the Lauder School are for academic credit (as an elective course) and provide students with a unique opportunity to gain professional experience while enrolled in their BA studies. We encourage students to take advantage of the diverse internship options, which often open doors to future careers.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/ba-government/>

This brochure was last revised in August 2026. For the most current version, please visit our website.

GOVERNMENT CURRICULUM

YEAR I

Introduction to International Relations
Contemporary International Politics
Comparative Politics
Government & Politics in Israel
Introduction to Security Studies & Counter-Terrorism
Introduction to the Contemporary Middle East & Islam
Introduction to Diplomacy & Global Studies
Political Communication
Research Methods
Government & AI
Introduction to Political Theory
Principles of Statistics
Academic Research & Writing/Advanced English
Excel Workshop
Problem-Solving Workshop

YEAR II

The Arab-Israeli Conflict & the Peace Process
History of the Modern Era
American Government & Politics
Introduction to Israeli Constitutional Law
Conflict Resolution
European Institutions & Integration
Empirical Research
Internet, Social Media & Politics
Foundations of Economics I
Foundations of Economics II
International Law
International Political Economy: Theory and Policy
The Politics of Climate Change
AI Methods for Advanced Users
Professional Writing Workshop
Job Market Skills
Visiting Lecturer Series (Intensive Course)

• **TRACK - DIPLOMACY & GLOBAL AFFAIRS**

Antisemitism & the Far Right
Foreign Policy Decision Making

• **TRACK - SECURITY STUDIES & COUNTER-TERRORISM**

Human Security
Introduction to Intelligence

YEAR III*

MANDATORY COURSES

Great Power, Competition, and Cooperation
Strategic Planning & Policy Analysis
Democratic Backsliding
WORKSHOPS
Public Speaking Workshop

• **TRACK - DIPLOMACY & GLOBAL AFFAIRS**

Diplomacy, Governance & Law in a Global World
China: Society & Politics
Nationalism, Fascism, and Populism
Strategy & Negotiations in the Nuclear Realm
Africa: Domestic and Global Perspectives
Russia
Seminar: Globalization from East to West
Seminar: Understanding Foreign Policy Making
Capstone Project
Marketplace and Practitioners' Workshop

• **TRACK - SECURITY & COUNTER-TERRORISM**

Global Terrorism: ISIS, al-Qaeda, and Hezbollah
Terrorism & Counter-Terrorism Innovations
New Trends in Online Terrorism and Extremism
Middle Eastern Wars: Theory and Practice
Law & Terrorism
Israel's Counter-Terrorism Policy
Seminar: Terror and Profiling
Seminar: Contemporary Iran – Security and Insecurity
Capstone Project
Marketplace and Practitioners' Workshop

OPTIONAL CLUSTERS

Contemporary Middle East
Business
Media & Influence

ADDITIONAL GOVERNMENT ELECTIVES

Arabic for Beginners
Internship Program
Negotiation Workshop
Model United Nations
Honors Seminar: Armed Non-State Actors

* Students may take general electives as well as electives from other programs at Reichman University.

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

POLICY IN ACTION

THE INSTITUTE FOR POLICY AND STRATEGY (IPS)

The Institute for Policy and Strategy (IPS) at Reichman University, the convener of the prestigious annual Herzliya Conference Series, aspires to contribute to Israel's national security and resilience. It was founded based on the understanding that addressing strategic and security challenges requires not only military might, but political wisdom, national resilience, and social cohesion.

Founded in the year 2,000 the IPS, and its Herzliya Conference, has gained world fame, and became over the years, one of the most influential research centers (think tank) on Israel's national security.

Main Pillars

The Institute's policy agenda focuses on two main issues: The first and primary is the identification of opportunities and risks for Israel in the Middle East arena and in a global setting. Special emphasis is placed on identifying dynamic regional shifts that enhance the threat posed by Iran, alongside developing new strategic relationships between Israel and the Arab states.

The second is Israel's national resilience as a foundation for national security. This pillar highlights the fact that domestic weakness negatively reflects on Israel's ability to cope with both internal and external crises.



The 21st Herzliya conference - On the path of strategic surprises

June 24-25, 2024

IPS Publications & Conferences

- Collection of policy papers
- Conferences based on meticulous content management and production for optimal experiences for local and overseas participants. (All conferences include a summary of key insights and recommendations for distribution to the IPS community, media, and decision-makers in Israel and worldwide.)
- Briefings and interviews across various media outlets. (Special emphasis is placed on IPS's international profile by translating written publications, as well as recordings, and distributing them across foreign media outlets.)

Herzliya Conference

The annual Herzliya Conference on the balance of Israel's national security is IPS's flagship activity. The conference draws international and Israeli participants from the highest levels of government, business, and academia to address pressing national, regional, and global issues.

For more information:

<https://www.runi.ac.il/en/research-institutes/government/ips>



H.E. Amb. Jacob J. Lew, U.S. Ambassador to Israel in a conversation with **Maj. Gen. (res.) Amos Gilead**, Executive Director, Institute for Policy and Strategy (IPS), Chairman, Annual Herzliya Conference Series, Reichman University | 2024 Herzliya Conference

THE INTERNATIONAL INSTITUTE FOR COUNTER-TERRORISM (ICT)

The International Institute for Counter-Terrorism (ICT) is among the leading academic institutes for counterterrorism in the world. Founded in 1996, the ICT has rapidly evolved into a highly esteemed global hub for counter-terrorism research, policy recommendations, and education.

The goal of the ICT is to advise decision-makers, initiate applied research, and provide consultation and education to address terror and its effects.

Within the constellation of topical research institutions worldwide, the ICT stands out as a benchmark institute through its:

- Acclaimed faculty and management team
- Dedicated focus on counterterrorism policy
- Worldwide team of affiliates and strategic academic partners
- Interdisciplinary research
- Innovative policy solutions
- Original, "out-of-the-box" approach to policymaking through education
- Pragmatic policy proposals and solutions
- Shabtai Shavit World Summit on Counter-Terrorism—one of the most influential events in the field of counterterrorism today
- Proactive solicitation of ideas to international decision-makers and leaders

For more information: www.ict.org.il



Mr. David Barnea, Head of the Mossad alongside **Prof. Uriel Reichman**, Founding President & Chairperson of the Board of Directors, Reichman University, Israel and **Prof. Boaz Ganor**, President of Reichman University and Founder of the International Institute for Counter-Terrorism (ICT) at the ICT's 22nd World Summit on Counter-Terrorism at Reichman University.



A panel on Israel's Security Doctrine at the 2026 Shabtai Shavit World Summit on Counter-Terrorism, moderated by **Dr. Dana Wolf**, Senior Researcher, ICT & Head of Law and Security Program, Lauder School of Government, Diplomacy and Strategy, with the participation of: **Prof. Dmitry (Dima) Adamsky**, Head of Honors Track in Strategy & Decision Making, Lauder School of Government, Diplomacy & Strategy; **Maj. Gen. (Ret.) Eitan Ben Eliahu**, Former Commander, Air Force, Israel Defense Forces (IDF); **Prof. Boaz Ganor**, President, Reichman University; **Prof. Maj. Gen. (Res.) Amos Gilead**, Executive Director, Institute for Policy & Strategy (IPS) and Chairman, Herzliya Conference Series, Reichman University; **Maj. Gen. (Res.) Gershon Hacohen**, Former Commander, Northern Corps, IDF.

GOVERNMENT FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Amnon Cavari, PhD, University of Wisconsin-Madison, 2011

Head, The Institute for Liberty & Responsibility, Lauder School of Government

Areas of Interest

American Politics; Public Opinion; U.S.-Israel Relations

Prof. Sandra Destradi, Dr. Phil, University of Hamburg, 2010

DAAD Long-Term Guest Professor at Reichman University; Chair of International Relations, University of Freiburg

Areas of Interest

International Relations; Foreign Policy Analysis; International Dimensions of Populism; Global Governance; South Asia

Prof. Asif Efrat, PhD, Harvard University, 2009

Head, MA Program & MA Thesis Track, Lauder School of Government

Areas of Interest

International Law & Politics; International Cooperation; International Relations

Col. (Ret.) Miri Eisin

Former Deputy Head of the Combat Intelligence Corps, IDF; Former Personal Assistant to the Director of Military Intelligence; Former Advisor to the Israeli Prime Minister and International Media Spokesperson

Areas of Interest

The Israeli intelligence Community; Security and Geopolitics in the Middle East; Narratives and Media as a Dimension of Security and Warfare; Media in the Middle East and in the Israeli-Palestinian conflict

Maj. Gen. (Res.) Amos Gilead

Executive Director, Institute for Policy & Strategy (IPS), Lauder School of Government; Chairman, Annual Herzliya Conference Series; Former Director, Policy & Political-Military Affairs, Israel Ministry of Defense; Former Chief, Intelligence Research & Analysis Division, IDF; Former Coordinator of Government Activities in the Territories; Senior Member of the Israeli Delegation to the Israeli-Jordanian/Palestinian Peace Talks; Former IDF Spokesperson; Former Military Secretary to Prime Minister & Minister of Defense, Yitzhak Rabin



Prof. Alex Mintz, PhD, Northwestern University, 1981

Former Provost, Reichman University; Former Dean, Lauder School of Government; Former Chair, Annual Herzliya Conference Series; Former President, Israeli Political Science Association; Former Head, Initiative for an Inclusive Israeli Society; Director, Program in Political Psychology & Decision-Making (POPDM); Director, Behavioral Political Science (BPS) Lab; Director, Computerized Decision-Making Lab

Areas of Interest

Decision-Making; Political Psychology & Marketing; Behavioral Political Science

Prof. Assaf Moghadam, PhD, Tufts University, 2007

Head, Counter Terrorism Specialization, MA Program in Government

Areas of Interest

Violent Non-State Actors; Armed Conflict; Political Violence; Terrorism; Insurgency

Prof. Daphné Richemond-Barak, PhD, Tel Aviv University, 2010

Academic Director, RRIS Program in Government, Lauder School of Government

Areas of Interest

Role & Status of Non-State Actors; Asymmetric Warfare & the Morality of War; International Court of Justice; Relationship Between International Law & International Relations; Human Security

Dr. Alisa Rubin, PhD, Harvard University, 1994

Academic Director, Argov Fellows Program in Leadership & Diplomacy, Reichman University

Areas of Interest

International Political Economy with a Focus on the Middle East; Business-Government Relations; Globalization

Dr. Jennifer Shkabatur, JSD, Harvard Law School, 2012

Head, Global Impact Studies Cluster, MA Program in Government, Lauder School of Government

Areas of Interest

Information Technologies & Their Influence on Governance & Political Action; Open Government Policies; Online Political Campaigns; The Role of New Technologies in Developing Countries

Dr. Lesley Terris, PhD, Tel Aviv University, 2008

Former Vice Dean, Lauder School of Government; Former Academic Director, RRIS Program in Government

Areas of Interest

Conflict Processes; Negotiation & Mediation in International Conflicts; Study of International Politics through Simulations

Prof. Gabriel Weimann, PhD, Hebrew University of Jerusalem, 1982

Areas of Interest

Study of Persuasion & Influence; Modern Terrorism & the Mass Media; Online Terrorism & Cyberterrorism

Dr. Dana Wolf, SJD, American University Washington College of Law, 2015

Head, Diplomacy and Global Affairs Track, Lauder School of Government

Areas of Interest

Public International Law; Conflict Resolution & Negotiation

Prof. Moshe Maor, PhD, LSE, 1992

Head, Public Policy and Administration, BA Program in Government, Lauder School of Government; Head, Public Policy & Political Marketing, MA Program in Government

Areas of Interest

Policy Process; Bureaucratic Politics; Comparative Politics; Israeli Politics



TWO DEGREES IN FOUR YEARS

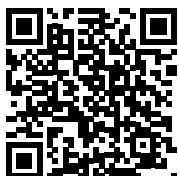
**ADVANCE FASTER,
LEARN MORE -
THIS IS YOUR CHANCE
TO DO BOTH**

● ONE-YEAR MBA PROGRAM

The Arison School of Business offers a one-year MBA Program focused on managing fast-growth, innovative companies. The program combines MBA content customized for the management of high-growth companies with study in the fields of innovation and entrepreneurship. The MBA comprises relevant practical experience, including the option to intern at startup firms or other companies, or participate in practical entrepreneurial projects with the guidance of lecturers and industry managers and mentors. The program is suitable for students with and without previous business work experience, and students can join the program at the end of their undergraduate degree. Courses are taught by many of Reichman University's best lecturers and by leading academics and practitioners in their fields. The program's goal is to provide students with managerial tools that will enable integration into the business world, the development of new opportunities, and quick career promotions. This MBA is suitable for students who possess a strong academic background and are interested in investing in a particularly intensive degree for a short period of time.

For more information:

<https://www.runi.ac.il/en/schools/rris/graduate/one-year-mba/>





● MA IN FINANCIAL ECONOMICS ACCELERATED PROGRAM

Exceptional Business and Economics students may be accepted into the accelerated track, which enables them to complete their BA and the MA in Financial Economics in four years. Students can apply to this program in the second year of their BA studies.

The MA in Financial Economics is designed to provide students with in-depth knowledge in finance and economics, a solid understanding of financial markets, and analytical tools that enable them to excel in the dynamic global business environment. The curriculum includes micro and macroeconomics foundations, financial theory, investments, and data analytics, as well as advanced elective courses in corporate finance, valuation, risk management, monetary policy and asset pricing. It also includes a new and expanding fintech specialization focusing on data science applications in the financial space.

The program trains students to fill diverse positions in financial markets. Graduates have gone on to work as financial analysts at investment firms, VCs, and private equity firms; as data analysts at fintech companies; economic and strategic consultants, as well as senior economists and researchers for regulatory bodies. Our alumni work in the private and public sectors, and are employed by Citi, Pagaya, Deloitte, and the Bank of Israel, among many others. Some have continued on to PhD programs at top American and European universities. The program is open to Israeli and International students and is fully taught in English.

For more information:

<https://www.runi.ac.il/en/schools/rris/graduate/ma-financial-economics/>



*This brochure was last revised in August 2026.
For the most current version, please visit our website.*



APPLICATION AND ADMISSIONS PROCESS

1. Application Form and Fees

Please apply using our [online application form](#).

A non-refundable application fee of \$100 USD is required.

2. Id or Passport

Please submit a scanned copy of an Israeli ID card or international passport.

3. Academic Records & Transcripts

Please upload official copies of your high school diploma and transcripts.

If you are currently in your final year, you may submit partial transcripts for review; however, any offer of admission will be contingent upon receiving your final diploma and maintaining a consistent GPA.

Applicants who have already completed 30 or more university or community college credits may submit those higher education transcripts in place of their high school records.

Note for Quantitative Degrees: If you are applying for Business, Economics, or Computer Science, a standardized test score may be required depending on your previous quantitative grades. Please note that submitted original documents will not be returned.

4. Essay

Please write a 250–500-word essay in English explaining why you would like to study in Israel at Reichman University, and why you chose the particular academic program for which you are applying. The essay should be uploaded to the online registration form.

5. CV or Resume

Please upload a professional CV in English to the online registration form. Your CV should clearly display your full name at the top and provide a comprehensive overview of your educational background, military service (if applicable), work experience, and any involvement in youth groups or volunteer work.

6. English Proficiency

The academic curriculum of the Raphael Recanati International School is taught entirely in English. Graduates of high schools in which English was not the primary language of instruction are required to pass an English Proficiency Exam. If available, the exam results should also be uploaded to the online registration form. Depending on their test scores, students may be required to take English classes during their first year. There are four different English levels:

- **Exemption** – Students are exempt from any further English proficiency requirements.
- **Advanced II** – Students are required to take and pass one English proficiency course during their first year at Reichman University.
- **Advanced I+II** – Students are required to take and pass two English proficiency courses during their first year at Reichman University.
- **English Mechina (preparatory course)** – Students are required to take and pass the Reichman University English preparatory summer course prior to the start of the academic year, as well as two English proficiency courses during their first year of studies.

The Raphael Recanati International School at Reichman University accepts the following English proficiency exams:

- TOEFL (Test of English as a Foreign Language):
www.toefl.org
- IELTS (International English Language Testing System):
www.ielts.org
- Cambridge English Assessment (CAE or CPE):
www.cambridgeenglish.org
- AMIRAM:
<https://www.nite.org.il/other-tests/amirnet/?lang=en>

7. Standardized Tests

For the 2027-28 year, Reichman University will be test-optional for applicants who graduate from high schools in the U.S. or Israel (normally required to submit SAT, ACT, or Psychometric exam scores). Where it is possible to test, we recommend to do so, as it gives the RRIS Admissions Office an added quantitative ability to assess an applicant's math level. Applicants who have completed at least one year of university-level studies with distinction are not required to submit a standardized test. **Please make sure to check with the admissions office before applying, regarding your testing decision and status.**

SAT <http://www.collegeboard.com>

The Reichman University SAT code is 4267

ACT <http://www.act.org>

The Reichman University ACT code is 5385

8. Letters of Recommendation

Applicants are required to provide two letters of recommendation from individuals able to evaluate their academic potential, character, and professional strengths. Suitable evaluators include teachers, school counselors, employers, or supervisors.

- Recommenders must send their letters directly to the relevant registrar or to rris.registrar@runi.ac.il
- Letters are accepted in either English or Hebrew.
- Please ensure the email subject line or body includes the applicant's full name and their intended program of study.

9. Transfer Students

In order to receive credits or exemptions for courses taken at another accredited academic institution, students must submit a detailed syllabus in English for each course for which they are requesting credit and/or an exemption. Applicants can only submit credits for approval once they have been accepted and confirmed their place in the program by paying the confirmation fee. Reichman University is not obligated to grant credits for courses taken at other academic institutions. In order to be eligible for a degree from Reichman University, students must earn at least 60% of their credits at Reichman University and must be enrolled at Reichman University for a minimum of two years.

Reichman University will only consider awarding credit for courses taken within five years of a student's request.

10. Application Deadline

All forms and documents must be submitted to the Raphael Recanati International School Admissions Office by **July 15, 2027**.

Applications will not be reviewed or considered until all required documents are submitted. Applications submitted after this date will be reviewed based on availability, and admission will be subject to compliance with the admissions requirements, as well as the approval of the Admissions Committee. Applicants who apply after **July 15, 2027** may also be placed on a waiting list.

11. Admissions Decisions

Admissions decisions are based on a combination of academic and personal criteria: high school grades; standardized test scores (if applicable); letters of recommendation; curriculum vitae (resume); and a personal essay.

The RRIS has a rolling admissions process, and applicants should receive a response within two weeks of the date they submitted all required application materials.

12. Laptop Requirement

By submitting an application, the applicant confirms that they are aware that, should they commence their studies as a student at the University, in order to meet the academic requirements, including participation in classes, completion of assignments, exercises, and examinations, they are expected to obtain and use a properly functioning laptop computer, in accordance with the University's recommendations as published from time to time. The applicant understands that, if admitted and enrolled as a student at Reichman University, they are expected to bring their laptop to classes and examinations and to ensure that it is in proper working condition and ready for use, including the installation of required updates and software, as instructed by the University during the course of their studies. Upon becoming a student, they will be required to use their personal computer in accordance with the University's guidelines, including those relating to information security, data protection and privacy, copyright, and related matters.

Online registration:

<https://forms.runi.ac.il/#/Public/Registration?lang=en&form=BA>





PREPARATORY COURSES

The RRIS curriculum includes preparatory courses that take place before the academic year begins and are designed to teach new students various skills that will allow them to succeed in their studies.

1. Preparatory Mathematics Course for Business/Economics

Students in the following degree programs are required to participate in the mathematics preparatory course and pass its final exam, unless stated otherwise in their acceptance letter:

- Business Administration
- Double major in Business Administration and Economics
- Double major in Economics and Entrepreneurship with Data Science
- Double major in Entrepreneurship and Business

Course topics:

- Basic Algebraic Operations
- Algebraic Identities
- Solving Equations & Inequalities
- Linear & Quadratic Functions
- The Cartesian Coordinate System (the XY-plane)
- Logarithms & Exponents: Basic Techniques & Equations
- Differentiation Techniques & Applications of the Derivative
- Limits of Functions
- Graphing Functions
- Arithmetic & Geometric Sequences

We strongly recommend reviewing the subjects listed above, as some previous knowledge is assumed.

Course length: 90 academic hours (17 sessions)

2. Mathematics Refresher Course for Computer Science

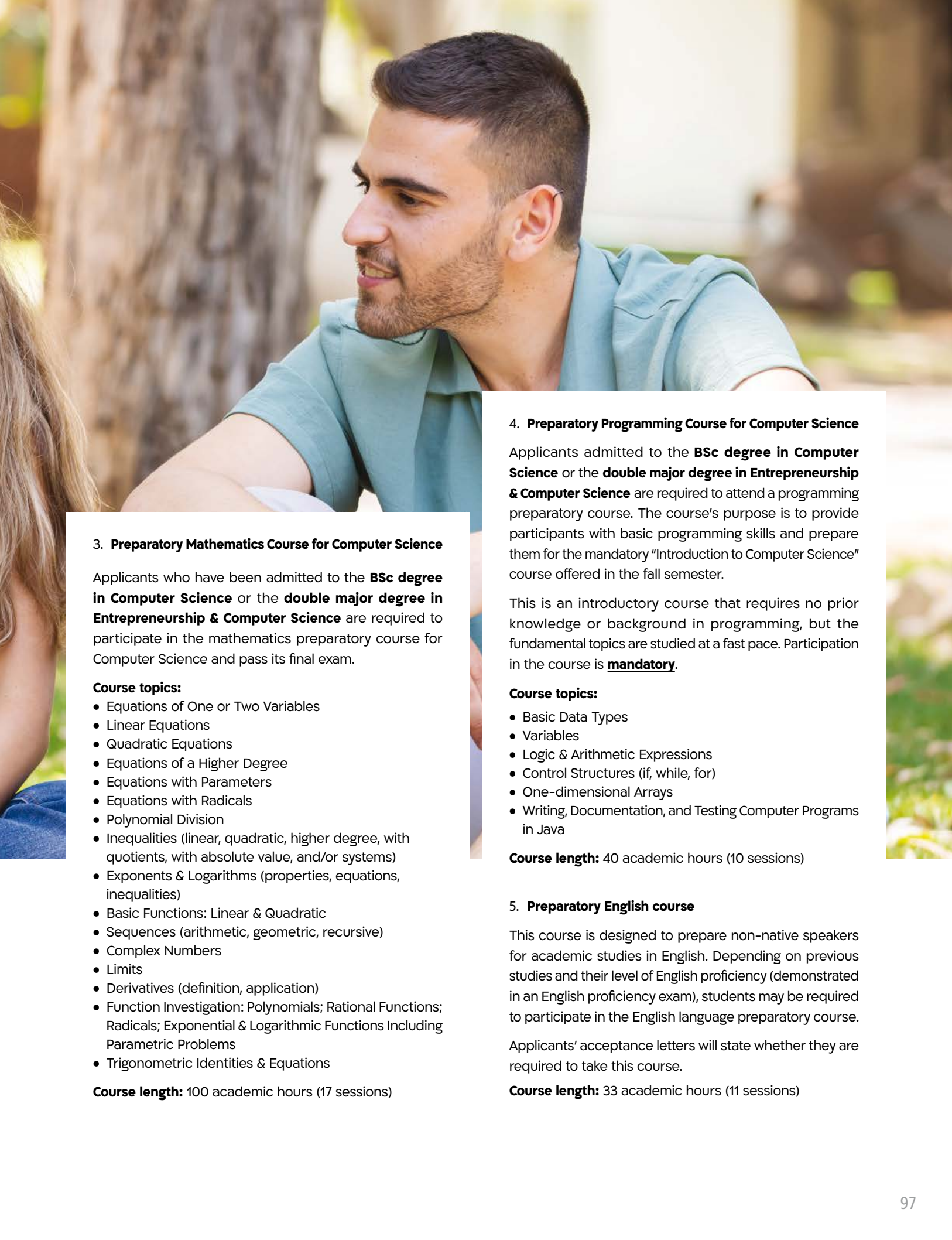
We offer our applicants an online refresher course to bridge the gap between their high school mathematics and university studies. Participation in the refresher course is **mandatory** for all applicants admitted to the Computer Science degree or the double major degree in Computer Science and Entrepreneurship.

Course topics:

- Basic Algebraic Equations
- Arithmetic Sequences
- Geometric Sequences
- Trigonometric Identities
- Functions

Course length:

36 academic hours (six online sessions)



3. Preparatory Mathematics Course for Computer Science

Applicants who have been admitted to the **BSc degree in Computer Science** or the **double major degree in Entrepreneurship & Computer Science** are required to participate in the mathematics preparatory course for Computer Science and pass its final exam.

Course topics:

- Equations of One or Two Variables
- Linear Equations
- Quadratic Equations
- Equations of a Higher Degree
- Equations with Parameters
- Equations with Radicals
- Polynomial Division
- Inequalities (linear, quadratic, higher degree, with quotients, with absolute value, and/or systems)
- Exponents & Logarithms (properties, equations, inequalities)
- Basic Functions: Linear & Quadratic
- Sequences (arithmetic, geometric, recursive)
- Complex Numbers
- Limits
- Derivatives (definition, application)
- Function Investigation: Polynomials; Rational Functions; Radicals; Exponential & Logarithmic Functions Including Parametric Problems
- Trigonometric Identities & Equations

Course length: 100 academic hours (17 sessions)

4. Preparatory Programming Course for Computer Science

Applicants admitted to the **BSc degree in Computer Science** or the **double major degree in Entrepreneurship & Computer Science** are required to attend a programming preparatory course. The course's purpose is to provide participants with basic programming skills and prepare them for the mandatory "Introduction to Computer Science" course offered in the fall semester.

This is an introductory course that requires no prior knowledge or background in programming, but the fundamental topics are studied at a fast pace. Participation in the course is **mandatory**.

Course topics:

- Basic Data Types
- Variables
- Logic & Arithmetic Expressions
- Control Structures (if, while, for)
- One-dimensional Arrays
- Writing, Documentation, and Testing Computer Programs in Java

Course length: 40 academic hours (10 sessions)

5. Preparatory English course

This course is designed to prepare non-native speakers for academic studies in English. Depending on previous studies and their level of English proficiency (demonstrated in an English proficiency exam), students may be required to participate in the English language preparatory course.

Applicants' acceptance letters will state whether they are required to take this course.

Course length: 33 academic hours (11 sessions)

TUITION AND EXPENSES

(COA)*

Tuition

\$20,900 USD per year

* There is an additional \$300 USD fee for materials in the Schools of Communication, Computer Science, Entrepreneurship, and Psychology.

Health Insurance (optional)

4,970 NIS per academic year

Reichman University Dorms (optional)

\$1,100 or \$1,300 USD per month*

* Depending on choice of dorm

Dorms Security Deposit

\$1,500 USD

Reichman University dorm fees include maintenance fees, municipal taxes, security, cleaning of shared areas, WiFi, and cable. They do not include utilities and personal living expenses. For the first year, the rental period begins the day the students check into their apartments and goes through September 30th of the following year. Every year after that, the contract is for 12 months.

Additional Expenses

Students are responsible for their airfare to and from Israel. Students should expect to spend about \$600–880 USD monthly for food, travel, and other basic expenses. Please note that tuition does not include the cost of the textbooks. A nominal fee is charged for some RRIS social and cultural events.

Tuition Payment Arrangements

A **\$1,050 USD** tuition down payment must be made within the time stipulated in the email you receive with your acceptance letter, in order to reserve a place in the class. **This down payment is the first tuition payment.**

A Student Information Booklet containing details on how to pay the down payment, as well as the remainder of the tuition, will be available online, and be included with the acceptance letter.

The tuition down payment will be fully refunded to those who decide not to enroll if they inform the Raphael Recanati International School of their decision in writing by July 15, 2027.

** All rates are subject to change due to fluctuations in currency exchange rates.*



RAPHAEL RECANATI

INTERNATIONAL SCHOOL STAFF



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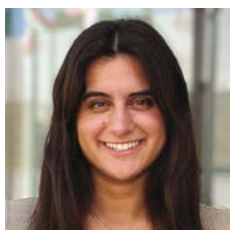
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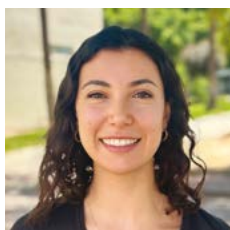


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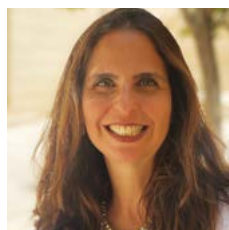


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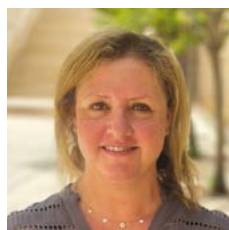


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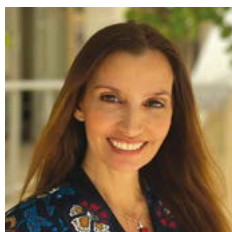
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RECRUITMENT AND ADMISSIONS



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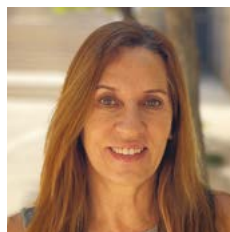


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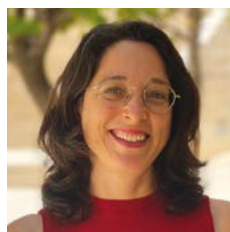
STUDENT AFFAIRS AND WELL-BEING



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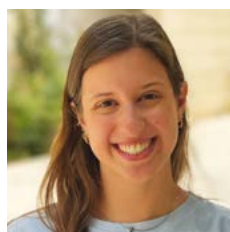
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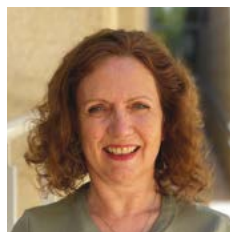
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ACADEMIC CALENDAR*

2027-2028 | תשפ"ח

Orientation week	October 24-29, 2027
Fall semester begins	October 31, 2027
Memorial Day for Yitzchak Rabin Z"L	November 11, 2027
Hanukkah vacation	December 12, 2027
Fall semester ends	January 28, 2028
Fall exams begin	January 30, 2028
Purim vacation	March 12, 2028
Spring Semester begins	March 19, 2028
Passover vacation	April 5-18, 2028
Studies resume	April 19, 2028
Eve of Holocaust Memorial Day	April 23, 2028
Holocaust Memorial Day Ceremony	April 24, 2028
Israel Memorial Day Ceremony	April 30, 2028
Eve of Israel Memorial Day	April 30, 2028
Israel Memorial Day	May 1, 2028
Israel Independence Day	May 2, 2028
Memorial Day ceremony for Ethiopian Jews who perished on their way to Israel	May 24, 2028
Shavuot vacation	May 30-31, 2028
Graduation ceremony (2027)	TBD
Honorary Fellowship & Outstanding Researchers and Lecturers Ceremony	TBD
Student day	TBD
Spring semester ends	July 7, 2028
Spring exams begin	July 9, 2028
summer semester begins *optional	TBD
Summer semester ends	TBD

* There may be further changes and updates depending on campus needs

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