

**Arison School of Business**

# **BA in Business Administration**

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Dean

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A great deal of effort has been expended in preparing this Handbook, in order to ensure that its content is complete and accurate.

However, changes and alterations to the information are possible. Such changes, which will be published during the course of the year via various means, such as, the handbook on the IDC Herzliya website, will obligate the entire student body.

Furthermore, changes published through notifications and circulars will obligate the entire student body.

The IDC Herzliya Academic Authorities are at liberty to cancel, alter or add studies subjects and /or specialization programs, and to generate changes in the times of lectures or in the manning of the subject instructor posts, at its discretion. These changes apply to all IDC Herzliya students, including students of the Raphael Recanati International School, unless specified otherwise.

This Student Handbook has been especially prepared for the Raphael Recanati International School and includes translations of relevant sections of IDC Herzliya's Hebrew Student Handbook. If any discrepancies are found between the two, the Hebrew version will take precedence. Certain sections of the Hebrew version pertain specifically to law students and thus may be disregarded by students of the International School.

**The curriculum** of the Arison School of Business comprises a core program – which includes mandatory courses in Mathematics, Statistics, Economics and Business Administration and in addition, a major is chosen from two fields: Finance or Marketing. During the course of studies, in accordance with the chosen major, students participate in preparing strategic marketing and financial plans for companies. Honor students may apply for a one semester student exchange program at a leading Business Administration school abroad.

**Honor students** may also apply for the Zell Entrepreneurship program during their final year of studies (further details can be found in the Zell Entrepreneurship study program).

**The undergraduate program** leading to a BA in Business Administration consists of 120 credits and is designed to be completed over a period of three years (six semesters).

## Major in Marketing

Head of the Program: Dr. Talia Rymon

The Major in marketing combines advanced marketing courses in the Business Administration track towards a B.A degree. A major in marketing provides extensive knowledge on all the diverse marketing activities, acquaintance with and understanding of the modern marketing: customized marketing, interactive and integrative marketing. The study method combines lectures presenting state-of-the-art theories and research with case analyses, guest lectures and work on applicative projects with leading companies in the market. The Major includes up-to-date courses such as Social Networks, Marketing in the Far East, Sports Marketing, Creativity Thinking and Marketing and Global Marketing.

This Major program also includes unique seminars for honor students conducted in close cooperation with L'Oréal and Mercedes, and a Marketing Communication seminar in which students are competing for the Marketing Agencies Associations Global Academic Challenge. The L'Oréal and Mercedes seminars are taught in Hebrew, but the projects can be submitted in English.

The graduates of this program will be able to begin a career in the field of marketing and join companies and organizations as marketing managers, marcomm managers, product managers or brand managers. Furthermore, the graduates of this program will be able to join companies that provide marketing services such as advertising, public relations, marketing consultancy services and marketing research firms as consultants, analysts, researchers, planners and account executives.

## Major in Finance

Head of the Program: Dr. Shimon Kogan

The Major in Finance integrates advanced finance courses with studies towards a B.A degree in Business Administration. The major in finance prepares students to succeed in lucrative positions at financial institutions, such as banks and insurance companies, as well as in the financial departments of corporations and consulting firms.

The growing globalization of the markets and the stock exchanges as well as the multitude of new and sophisticated financial tools, have compelled companies to use high-level financial techniques. Without the use of the most advanced tools for pricing assets, raising capital, selecting projects for investment, risk management, mergers and acquisitions, companies cannot survive in the competitive market.

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The program balances between theoretical foundations and practical courses and includes courses on corporate financing, asset investments and derivatives, financial risk management and investment portfolio management. Students apply all this in a seminar in which they complete a consulting project, either evaluating a company or researching performance in the capital market. In addition to preparing students for successful careers, the major in finance teaches them how to manage sources of capital.

## **Major in Entrepreneurial Management**

**Head of the Program: Dr. Yossi Maaravi**

The specialization exposes students to the content and terminology of the entrepreneurial eco-system and provides practical tools and experiential learning in the local start-up environment. The curriculum is based on the years of experience with the Zell Entrepreneurship Program and can be viewed as a building block for application to the program. Moreover, the specialization bolsters valuable skills relevant for working in a high-tech company or starting a venture. The program balances between theoretical study and experiential learning and includes the global challenges of the 21st Century, fundamental courses in entrepreneurial strategic thinking, legal and financing aspects of startup ventures, team building, business model innovation and more.

## Program of Studies

### First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Hours	Prerequisites	Final Course Assignment
709	<b>Business Communications I</b> Ms. Miriam Symon	4*		4		Exam
7	<b>Microeconomics</b> Group I – Prof. Abraham Bertisch Group II – Dr. Tal Sadeh	4*	1 no credit	4		Exam
10	<b>Mathematics I</b> Mr. Hever Schulberg	4*	1 no credit	4		Exam
2234	<b>Business Law</b> Adv. Joel Slawotsky	4*	1 no credit	4		Exam
27	<b>Statistics I</b> Dr. Ran Elkon	4*	1 no credit	4		Exam
2235	<b>Management Skills</b> Dr. Tal Katz-Navon	3*		3		Exam
710	<b>Business Communications II</b> Ms. Miriam Symon	4**		4	Business Communications	Exam
8	<b>Macroeconomics</b> Group I – Prof. Abraham Bertisch Group II – Dr. Tal Sadeh	4**	1 no credit	4	Microeconomics	Exam
11	<b>Mathematics II</b> Mr. Hever Schulberg	3**	1 no credit	3		Exam
42	<b>Fundamentals of Finance</b> Prof. Assaf Eisdorfer	4**	1 no credit	4		Exam
2245	<b>Business Management in the Digital World</b> Dr. Amir Etziony	3**		3		Exam
43	<b>Principles of Marketing Management</b> Dr. Tamir Gedo	4**		4		Exam
<b>Total Semester Hours</b>				<b>45</b>		

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\* First Semester Course

\*\* Second Semester Course

## **General Studies Unit**

In addition to the mandatory courses, all Business Administration students are required to take **4 credits from the General Studies Unit** during the course of their studies (see the General Studies Unit file on the IDC website).

Additionally, all students are required to take **2 more credits** during the course of their studies, which can be taken either from the Interdisciplinary Elective Courses, or from the 3<sup>rd</sup> year Business Administration Elective Courses (in the 3<sup>rd</sup> year of studies).

**Second Year / Business Administration**

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Hours	Prerequisites	Final Course Assignment
40	<b>Organizational Behavior</b> Dr. Galit Dayan	4*		4		Exam
42	<b>Fundamentals of Finance*</b> Mr. Erez Levy	4*	1 no credit	4	Mathematics I	Exam
43	<b>Principles of Marketing Management#</b> Dr. Tamir Gedo	4*		4		Exam
65	<b>Managerial Accounting</b> Group I and II – Dr. Rimona Palas	3*		3	Fundamentals of Accounting	Exam
66	<b>Basics of Economics Measurement</b> Mr. Roy Sasson	3*		3	Statistics II	Exam
50	<b>Fundamentals to Accounting</b> Dr. Ron Lazer	3*	1	4		Exam
2248	<b>Strategic Entrepreneurial^</b> Prof. Yair Tauman	4*		4		Exam
45	<b>The Firm and the Consumer</b> Prof. Arthur Fishman	3**		3	Microeconomics	Exam
61	<b>Investment Theory * *</b> Dr. Yael Eisenthal	4**		4	Fundamentals of Finance	Exam
64	<b>The Macroeconomic Environment</b> Dr. Yael Hadass	3**		3	Macroeconomic	Exam
138	<b>Marketing Communication</b> Dr. Yaniv Gvili	3**		3	Principles of Marketing Management	Exam
607	<b>Human Resource Management</b> Dr. Iris Cohen-Kaner	2**		2		Exam
2020	<b>Research Methods</b> Dr. Moran Aliman	2**		2	Statistics II	Exam

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2076	<b>Business Strategies</b> ♦ # Dr. Ari Dothan	4**	4	Microeconomics, Fundamentals of Accounting, Marketing Management	Exam
2150	<b>Entrepreneurship and Business Management</b> Dr. Uri Aizik	3**	3		Exam
2236	<b>Culture and Business</b> Mr. Nir Kedem	2**	2		Exam
2249	<b>Entrepreneurial Finance</b> ^ Prof. Ronen Israel	2**	2	Fundamentals of Finance	Exam
2247	<b>Creative Innovation and Ideation</b> ^ Dr. Yossi Maaravi	2**	2		Exam

**Total Semester Hours Finance and  
Marketing** **48**

**Total Semester Hours  
Entrepreneurial** **52**

\* First Semester Course

\*\* Second Semester Course

# A passing grade in Principles of Marketing Management is a prerequisite for a major in Marketing.

♦ A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a major in Finance.

\* Finance students only

♦ Marketing students only

^ Entrepreneurial students only

## General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take **4 credits from the General Studies Unit** during the course of their studies (see the General Studies Unit file on the IDC website).

Additionally, all students are required to take **2 more credits** during the course of their studies, which can be taken either from the Interdisciplinary Elective Courses, or from the 3<sup>rd</sup> year Business Administration Elective Courses (in the 3<sup>rd</sup> year of studies).

## Third Year / Business Administration Major in Marketing

**A passing grade in Principles of Marketing Management (43) is a prerequisite for a Major in Marketing.**

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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### Core Courses

310	<b>Seminar: Marketing Project</b> Dr. Yaron Timmor	2* 2**	4	Marketing Communication, Research Methods	Project
306	<b>Consumer Behavior</b> Dr. Rinat Satchi	3*	3		Exam
2027	<b>Marketing Research</b> Ms. Danna Tevet	3*	3	Research Methods	Paper
399	<b>Global Marketing</b> Mr. Michael Gally	2**	2		Exam

### Marketing Elective Courses

**Choose 14 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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351	<b>Marketing Services</b> Prof. Arthur Meidan	2*	2		Paper
2204	<b>Non-Conventional and Creative Marketing</b> Dr. Sivan Ben-Horin	2*	2	Marketing Communication	Exam
839	<b>Brandstorm of L'oreal ♦</b> Dr. Talia Rymon	2*	2	85 overall average	Paper
2250	<b>Interactive Marketing in the Big Data Era</b> Ms. Ofrit Kol	2*	2		Paper
582	<b>Marketing Strategy</b> Prof. Eyal Biyalogorsky	2**	2		Paper
767	<b>Social and Political Marketing</b> Mr. Rammey Hassman	2*	2	Marketing Communication, Marketing Research	Paper

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302	<b>Product Policy</b> Dr. Tamir Gedo	2**	2		Exam
2057	<b>Marcomm Seminar</b> Dr. Ofer Zeller Mayer	2**	2	Marketing Communication, Marketing Research	Paper
2013	<b>Marketing Seminar - Mercedes ♦</b> Dr. Talia Rymon	2**	2	85 overall average	Paper
2021	<b>Marketing In The Far East</b>	2**	2		Exam

### Business Administration Elective Courses#

Choose 6 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
2071	<b>Finance and Business Performance</b> Dr. Amos Baraness	2*	2		Exam
2205	<b>Entrepreneurship in the Hi-tech</b> Mr. Uri Izik	2*	2		Paper
2237	<b>Systematic Creativity</b> Prof. Jacob Goldenberg	2*	2		Paper
714	<b>Team Management and Development▪</b> Dr. Sharon Bar-Zakay	2**	2	Organizational Behavior	Paper
2028	<b>Leadership in the Global Village▪</b> Dr. Yael Ziv	2**	2		Paper
158	<b>Simulation Games and Negotiation Processes▪</b> Dr. Chanan Goldschmidt	2**	2		Paper

\* First Semester Course

\*\* Second Semester Course

♦ The course is taught in Hebrew, but the project can be submitted in English.

A request to register to these courses must be submitted by email through the academic coordinator by 21.8.2014 Final registration for the course depends upon the instructor's authorization.

# Finance and Marketing elective courses can be counted as Business Administration elective courses (registration only during the first two weeks of the semester).

▪ Intensive course. Attendance is mandatory.

## **General Studies Unit**

In addition to the mandatory courses, all Business Administration students are required to take **4 credits from the General Studies Unit** during the course of their studies (see the General Studies Unit file on the IDC website).

Additionally, all students are required to take **2 more credits** during the course of their studies, which can be taken either from the Interdisciplinary Elective Courses, or from the 3<sup>rd</sup> year Business Administration Elective Courses (in the 3<sup>rd</sup> year of studies).

## Third Year / Business Administration Major in Finance

**Passing grades in Fundamentals of Finance (42) and Investment Theory (61) are a prerequisite for a major in Finance.**

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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### Seminars

**Choose one seminar<sup>1</sup>**

2068	<b>Finance Seminar</b> Dr. Doron Israeli	4*	4	Research Methods	Paper
2131	<b>Finance Seminar- Topic II</b> Prof. Amir Rubin	4**	4	Research Methods	Paper

### Core Courses

95	<b>Financial Statements</b> Dr. Rimona Palas	2*	2	Fundamentals to Accounting	Paper
238	<b>Company Valuations</b> Dr. Amos Baranes	2**	2	Financial Statements	Exam
248	<b>Futures and Options Markets</b> Dr. Alon Raviv	2**	2		Exam
2056	<b>Securities Regulations</b> Dr. Hadar Shachar	3**	3	Contact Law, Corporate Law	Exam

### Finance Elective Courses

**Choose 12 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
97	<b>The Capital Market in Israel</b> Mr. Yossi Levi	2*	2		Exam
593	<b>Introduction to Insurance</b> Dr. Boaz Yam	2*	2		Exam
2215	<b>International Finance</b> Mr. Tal Mofkadi	2*	2		Exam
2026	<b>International Fixed Income</b> Mr. Jan Teutsch	2*	2		Exam

<sup>1</sup> Students may register to both seminars. The credits from the second seminar will be counted as Finance elective credits.

2216	<b>International Risk Management</b> Mr. Tal Mofkadi	2**	2	Exam
2130	<b>Insurance in the 21<sup>st</sup> century</b> Dr. Boaz Yam	2**	2	Exam
2025	<b>Advanced Topics in Management Accounting</b> Dr. Rimona Palas	2**	2	Exam

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2205	<b>Entrepreneurship in the Hi-tech</b> Mr. Uri Izik	2*	2		Paper
2237	<b>Systematic Creativity</b> Prof. Jacob Goldenberg	2*	2		Paper
714	<b>Team Management and Development</b> ▪ Dr. Sharon Bar-Zakay	2**	2	Organizational Behavior	Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2**	2		Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2**	2		Paper

\* First Semester Course

\*\* Second Semester Course

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## **Exam Schedule**

The dates of the examinations can be found on the IDC Herzliya website under  
Students > Student Information > Course Catalog, Student Regulations and Syllabus > Search Exams

A personal examinations schedule is published at the Student's Information website (My IDC).