

Adelson School of Entrepreneurship

Double Major B.A. in Entrepreneurship and Business Administration

Double Major B.A. in Entrepreneurship and B.Sc. in Computer Science

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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. The IDC Herzliya Academic Authorities may cancel, alter or add courses and/or specialization programs, and generate changes in the times of lectures or in the assigned lecturer. Such changes will be published over the course of the year by various means, such as the online handbook on the IDC Herzliya website, and will apply to all IDC Herzliya students, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

Undergraduate Double Major B.A: Entrepreneurship and Business Administration

The curriculum of the double major in Entrepreneurship and Business Administration includes two main components:

1. Training in the field of Entrepreneurship in order to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Business Administration in order to earn a Bachelor of Arts (B.A) degree.

The double major program in Entrepreneurship and Business is intended for students who are interested in establishing new innovative startups or new initiatives in organizations. The curriculum will provide students with practical tools and skills for building prototypes of innovative technological products, as well as for designing a business plan with the guidance of leading mentors from the Israeli startup community, entrepreneurs and investors.

The curriculum of the double major in Entrepreneurship and Business Administration includes two main components:

1. Training in the field of Entrepreneurship in order to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Computer Science in order to earn a Bachelor of Science (B.Sc) degree.

The double major program in Entrepreneurship and Computer Science prepares its graduates to successfully address the analytical and technical challenges they will face in their future work, operate in teams, and manage all aspects of starting up new innovative businesses or new projects within organizations. The program combines in-depth theoretical study and practical experience in developing a venture or business initiative

Program of Studies

Double Major B.A. in Entrepreneurship and Business Administration

First Year / Entrepreneurship

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

26000	First Hand Entrepreneurship A Dr. Gali Einav	2		2		Paper
26002	Computational Thinking and Programming Dr. Revital Hollander	3	1	4		Exam
26003	Technological Revolutions and Innovation Mr. Guy Pross	2		2		Exam

Spring Semester Courses

26001	First Hand Entrepreneurship B Dr. Gali Einav	2		2		Paper
26007	The Psychology of Creativity and Ideation Dr. Lior Noy	2		2		Exam
26006	Data Science and Statistics for the Internet Age Dr. David Movshovitz	3	1♦ no credit	3		Exam
26005	Using Game Theory to Think Strategically Prof. Yair Tauman	2		2		Exam

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

709	Advanced English I Ms. Miriam Symon	4		0		Exam
2379	Mathematics I Mr. Hever Schulberg	4		4		Exam
2316	Statistics I¹ Dr. Ran Elkon	6		6		Exam
43	Principles of Marketing Management Dr. Yaniv Gvili	4		4		Exam

Spring Semester Courses

710	Business- Advanced English II Ms. Miriam Symon	4		2	Advanced English I	Exam
2380	Mathematics II Mr. Hever Schulberg	3	1 no credit	3		Exam
42	Fundamentals of Finance Mr. Erez Levy	4	1 no credit	4		Exam
2341	Statistics II Dr. Avner Halevy	5		5		Exam

Total Semester Hours 45

♦ the recitation will be held once every two weeks.

¹ A prerequisite for registration to the course Statistics II in the 2nd year is the participation in a behavioral lab, in the scope of 1 hour, as part of the course statistics I.

Introduction

Double Major B.A. in Entrepreneurship and B.Sc. in Computer Science

Head of International Undergraduate Program – Dr. Gali Einav

The double major program in Entrepreneurship and Computer Science prepares its graduates to successfully address the analytical and technical challenges they will face in their future work, operate in teams, and manage all aspects of starting new innovative businesses or new projects within existing organizations. The program combines in-depth theoretical study and practical experience in developing a venture or business initiative.

Entrepreneurship first year curriculum is focused on introductory courses including “First Hand Entrepreneurship”, a yearlong course which provides both academic and practical stepping stones into the entrepreneurial ecosystem. Second year courses are dedicated to acquiring an entrepreneurial tool set including Product Design, Digital Marketing and Legal and Financial Issues for Entrepreneurs .In addition students choose two specialized entrepreneurial vertical courses. Subjects include Real Estate Entrepreneurship, Internet Entrepreneurship, Biotech Entrepreneurship and Social Entrepreneurship. The third and final year includes a capstone yearlong venture creation project.

The Computer Science curriculum first year courses focus on required fundamentals of math and computer science courses. Second year courses include the continuation of strengthening of math and computer science skills.

Third year studies include two required computer science courses, an additional required course selected by the student and two elective courses in computer science.

Total credits: 142

First Year / Entrepreneurship

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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Mandatory Courses

Fall Semester Courses

26000	First Hand Entrepreneurship A Dr. Gali Einav	2		2		Paper
26003	Technological Revolutions and Innovation Mr. Guy Pross	2		2		Exam

Spring Semester Courses

26001	First Hand Entrepreneurship B Dr. Gali Einav	2		2		Paper
26007	The Psychology of Creativity and Ideation Dr. Lior Noy	2		2		Exam
26006	Data Science and Statistics for the Internet Age Dr. David Movshovitz	3	1♦ no credit	3		Exam
26005	Using Game Theory to Think Strategically Prof. Yair Tauman	2		2		Exam

First Year / Computer Science

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
Fall Semester Courses						
54	Linear Algebra I Dr. Avner Halevy	4	2	6		Exam
56	Discrete Mathematics Dr. Elette Boyle	3	2	5		Exam
417	Introduction to Computer Science Prof. Shimon Schocken	4	2	6		Exam
3111	English for CS Advanced 1 Ms. Rebbecca Hadad	3		0		Exam
110	English for CS Advanced 2 Dr. Miriam Symon	3		2	English for CS Advanced 1	Exam
Spring Semester Courses						
55	Linear Algebra II Dr. Avner Halevy	3	2	5	Linear Algebra I	Exam
59	Data Structures TBA	3	2	5	Int. to CS	Exam
69	Logic and Set Theory Dr. Elette Boyle	3	2	5	Discrete Math	Exam
110	English for CS Advanced 2 Ms. Rebbecca Hadad	3		2	English for CS Advanced 1	Exam
Total Credits				47		

◆ the recitation will be held once every two weeks.