

**Arison School of Business**

# **BA in Business Administration**

**Prof. Dov Pekelman**  
Dean

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Associate Dean

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Head of Student Administration

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Executive Administrator

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**

### **B.A in Business Administration**

#### **Specialization in Marketing and Entrepreneurship**

**Head of the Program: Dr. Talia Rymon**

The specialization in marketing provides extensive knowledge on all the diverse marketing activities, acquaintance with and understanding of the modern marketing in the technological era: customized marketing, data-driven marketing, with emphasis on long-term relationship. The specialization courses designed to provide theoretical and practical knowledge, and enable hands-on experience through real-world projects, case study analyses, company visits and guest lectures of leading marketing and business managers. The specialization courses includes up-to-date courses such as digital marketing, customer management in the information era, marketing in the sports industry, trends analysis, retail marketing and more. During their third year of study, students work on a yearly long marketing project and prepare a marketing plan for leading firms, start-ups and organizations.

This Specialization program also includes unique seminars for honor students conducted in close cooperation with L'Oréal and Mercedes,. The L'Oréal and Mercedes seminars are taught in Hebrew, but the projects and presentations can be submitted in English.

The graduates of this specialization will be able to begin a career in the fields of marketing, strategy and communications and join companies and organizations as marketing managers, marcomm managers, digital 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, digital marketing, marketing consultancy services and marketing research.

#### **Specialization in Finance and Entrepreneurship**

**Head of the Program: Prof. Elazar Berkovitch**

The specialization 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 stock exchanges, as well as the multitude of new and sophisticated financial tools, has compelled companies to use high-level financial tools and approaches. Without the use of the most advanced tools for pricing assets, raising capital, selecting projects for investment, managing risk, and undertaking mergers and acquisitions, companies cannot survive in the competitive market.

The program balances between theoretical foundations and practical courses, and includes courses on corporate financing, asset valuation 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 specialization in finance teaches them how to obtain and manage sources of capital.

## **Specialization in Digital Innovation**

**Head of the program: Dr. David Movshovitz**

Majoring in digital innovation provides students with wide-range, in-depth knowledge of the various aspects of digital transformation taking place in the business world, as well as the new business opportunities created by this transformation.

Courses in modern information technology, data-analytics and cyber, digital marketing and social networks, product management and business innovation provide the students with theoretical principles as well as practical skills.

Students implement what they have learned in a final project where they develop a complete business plan to create a digital business from the idea phase, including market analysis, requirement specification, architecture, R&D plan, marketing plan, and financial analysis.

Our graduates acquire the skills and knowledge to develop careers in the digital transformation departments that are being established by many companies, or in high-tech companies serving as business development managers, product managers, project managers, sales engineers, or account executives.

## **Double Major B.A in Business Administration and Economics**

In today's competitive environment, students who possess specialized and interdisciplinary knowledge will command significant advantage in the job market. Students in the Economics and Business Administration program will emerge with broad background knowledge and, at the same time, develop areas of specific expertise.

Business managers who possess a deep understanding of the factors that shape the domestic and global economies and economists endowed with managerial skills will be future leaders in business.

### **Characteristics of the Program**

The program combines the core fundamentals of economics and management; in addition, it equips budding entrepreneurs with practical tools to realize their full potential. The program undergoes frequent revision to remain relevant in a dynamic and ever-changing economic and business environment. Students will learn how to analyze and approach the most current economic issues in Israel (the gas outline, housing and food prices, etc.). Outstanding students will be offered roles in the public and private sectors during the school year. The curriculum encourages development of the theoretical and practical tools that are required for management excellence in dynamic markets. The program is taught by professors and researchers who are leaders in their fields and offers opportunities to meet and interact with eminent public figures in the modern economics and business world.

### **The Purpose of the Program**

The program will provide a broad background of the problems and challenges faced by modern-day economists and business managers. A multidisciplinary education will position graduates of the program to pursue higher education and career opportunities in a diverse number of fields

Students will build a competitive skill set and be well qualified for jobs in the public and private sectors.

The program offers a variety of elective courses in subjects such as capital markets, entrepreneurship, marketing and strategy. These courses will expand students' theoretical knowledge base and provide practical tools in key management topics.

# Program of Studies

## 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	<b>Advanced English I</b> Ms. Miriam Symon	4		0		Exam
10	<b>Mathematics I</b> Mr. Hever Schulberg	4	1 no credit	4		Exam
2316	<b>Statistics I<sup>1</sup></b> Dr. Avner Halevy	5	1	6		Exam
2235	<b>Management Skills</b> Dr. Tal Katz-Navon	3		3		Exam
2338	<b>Digital Innovation</b> Dr. Lior Noy	3		3		Exam

#### Spring Semester Courses

710	<b>Business- Advanced English II</b> Ms. Miriam Symon	4		2	Advanced English I	Exam
11	<b>Mathematics II</b> Mr. Hever Schulberg	3	1 no credit	3		Exam
42	<b>Fundamentals of Finance</b> Mr. Erez Levy	4	1 no credit	4		Exam
43	<b>Principles of Marketing Management</b> Dr. Yaniv Gvili	4		4		Exam
2341	<b>Statistics II</b> Dr. Avner Halevy	5		5		Exam

<sup>1</sup> A prerequisite for registration to the course Statistics II in the 2<sup>nd</sup> year is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I.

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2194	<b>Business Economics</b> Dr. Alon Cohen	4	4
<b>Total Semester Hours</b>			<b>38</b>

## **General Studies**

In addition to the mandatory courses, all Business Administration students are required to take **six additional credits of general courses** during the course of their studies.

## First Year /Dual Major Business Administration and Economics

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

#### Fall Semester Courses

709	<b>Advanced English I</b> Ms. Miriam Symon	4		0		Exam
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#### Spring Semester Courses

710	<b>Advanced English II</b> Ms. Miriam Symon	4		2	<b>Advanced English I</b>	Exam
42	<b>Fundamentals of Finance</b> Mr. Erez Levy	4	1 no credit	4		Exam
43	<b>Principles of Marketing Management</b> Dr. Yaniv Gvili	4		4		Exam

### Economics Mandatory Courses

#### Fall Semester Courses

9007	<b>Mathematics I for Economics</b> Mr. Hever Schulberg	4		4		Exam
9009	<b>Statistics I for Economics<sup>2</sup></b>	5		5		Exam
9115	<b>Principles of Micro Economics</b> Dr. Yael Hadass	3	2	5		Exam
9076	<b>Excel for Economics</b> Ms. Liat Erel	1		0		Paper

#### Spring Semester Courses

9008	<b>Mathematics II for Economics</b> Mr. Hever Schulberg	4		4	9007	Exam
9010	<b>Statistics II for Economics</b> Dr. Yaniv Mor	4		4	9009	Exam

<sup>2</sup> A prerequisite for registration to the course Statistics II is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I.



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9012	<b>Microeconomics I:consumers and firms behavior under perfect competition</b> Dr. Alon Cohen	4	2	5	9115 9007	Exam
9017	<b>Principles of Macro Economics</b> Dr. Yael Hadass	2	2	3	9115	Exam
<b>Total Semester Hours</b>				<b>40</b>		

## **General Studies**

In addition to the mandatory courses, all Dual Major Business Administration and Economics students are required to take four additional credits of general courses during the course of their studies.

**Second 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**

2341	<b>Statistics II<sup>3</sup></b> Mr. Ran Elkon	4	1	5	Behavioral Lab	Exam
40	<b>Organizational Behavior</b> Dr. Galit Dayan	4		4		Exam
50	<b>Fundamentals of Accounting</b> Dr. Ron Lazer	3	1	4		Exam
2150	<b>Entrepreneurship and Business Management</b> Dr. Uri Aizik	3		3		Exam
2306	<b>Introduction To Macro Economics</b> Group I – Dr. Yael Hadass Group II – Dr. Tal Sadeh	3		3	Macroeconomic	Exam

**Spring Semester Courses**

64	<b>The Macroeconomic Environment</b> Group I – Dr. Yael Hadass Group II - Mr. Ido Isdorfer	3		3	Macroeconomic	Exam
65	<b>Managerial Accounting</b> Group I - Dr. Rimona Palas Group II – CPA Eyal Amitay	3		3	Fundamentals of Accounting	Exam
90	<b>Critical Thinking</b> Group I – Dr. Dennis Kahn Group II –Dr. Liat Hadar	2		2		Exam
607	<b>Human Resource Management</b> Dr. Shlomit Friedman	2		2		Exam

<sup>3</sup> A prerequisite for registration to the course Statistics II is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I in the 1<sup>st</sup> year.

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2076	<b>Business Strategies</b> Dr. Yair Friedman	4	4	Microeconomics, Fundamentals of Finance, Fundamentals of Accounting, Marketing Management	Exam
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### Finance Specialization Mandatory Courses

#### Spring Semester Course

61	<b>Investment Theory</b> <sup>4</sup> Dr. Yael Eisenthal	4	4	Fundamentals of Finance	Exam
2304	<b>Quantitative methods in finance</b> TBA	4	4	Fundamentals of Finance, Mathematics I, Statistics I	Exam

### Marketing Specialization Mandatory Courses

#### Spring Semester Course

2318	<b>Marketing Communication</b> Dr. Yaniv Gvili	4	4	Principles of Marketing Management	Exam
2329	<b>Marketing Research</b> Ms. Danna Tevet	4	4	Fundamentals of Finance, Mathematics I, Statistics I	Exam

### Entrepreneurial Management Specialization Mandatory Courses

#### Year-Long Course

2333	<b>Themes in Entrepreneurship at First Hand</b> Prof. Dafna Schwartz	4	4		Paper
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#### Fall Semester Course

2310	<b>Revolutions and Inventions: Past, Present, Future</b> Dr. Mel Rosenberg	2	2		Paper
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<sup>4</sup> A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a specialization in Finance.

2017/2018

**Spring Semester Course**

2331	<b>Introduction to Data Science</b> Dr. Gail Gilboa Freedman	2	2	Paper
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<b>Marketing Total Semester Hours</b>	<b>41</b>
<b>Finance Total Semester Hours</b>	<b>41</b>
<b>Entrepreneurial Management Total Semester Hours</b>	<b>41</b>

## **General Studies**

In addition to the mandatory courses, all Business Administration students are required to take six additional credits of general courses during the course of their studies.

## Second Year /Dual Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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### Business Administration mandatory Courses

#### Fall Semester Courses

40	<b>Organizational Behavior</b> Dr. Galit Dayan	4		4		Exam
248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2		2	Investment Theory	Exam
2150	<b>Entrepreneurship and Business Management</b> Dr. Uri Aizik	3		3		Exam

#### Spring Semester Courses

61	<b>Investment Theory</b> TBA	4		4	Fundamentals of Finance	Exam
43	<b>Principles of Marketing Management</b> Dr. Yaniv Gvili	4		4		Exam
2076	<b>Business Strategies</b> Dr. Yair Friedman	4		4	Microeconomics, Fundamentals of Finance, Fundamentals of Accounting, Marketing Management	Exam
2318	<b>Marketing Communication</b> Dr. Rinat Satchi	4		4	Principles of Marketing Management	Exam

### Economics mandatory courses

#### Fall Semester Courses

9018	<b>Microeconomics II :Consumers and Firms Behavior Under Perfect Competition</b> Dr. Carolina Silva	4	2	5	9115 9008 9009 9010 9012	Exam
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2017/2018

9020	<b>Macroeconomics I</b> Dr. Gilad Aharonovitz	4	2	5	9007 9008 9009 9010 9012 9017 9115	Exam
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9022	<b>Introduction to Econometrics</b> Dr. Carolina Silva	3	1	4	9115 9009 9010 9012 9017	Exam
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**Spring Semester Courses**

9021	<b>Macroeconomics II</b> Dr. Gilad Aharonovitz	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Exam
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9023	<b>Econometrics 1</b>	2	2	4	9022	Exam
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9019	<b>Microeconomics III :consumers and firms behavior under perfect competition</b> Dr. Carolina Silva	3	2	5	9007 9008 9012 9018	Exam
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<b>Total Semester Hours</b>				<b>42</b>		
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## Third Year / Business Administration

### Specialization in Marketing

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

**Additionally, students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>1</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

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

#### Year-long Course

2342	<b>Seminar: Marketing Project</b> Group I and II Dr. Yaron Timmor	6	6	Marketing Communication, Business-Advanced English II	Project
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#### Fall Semester Courses

306	<b>Consumer Behavior</b> Dr. Rinat Satchi	3	3		Exam
2204	<b>Non-Conventional and Creative Marketing</b> Dr. Sivan Ben-Horin	2	2	Marketing Communication	Paper
2307	<b>Digital Marketing</b> Mr. Yanay Sela	2	2		Paper
2309	<b>Customer Management in the Information Era</b> Ms. Ofrit Kol	2	2		Paper

#### Spring Semester Course

399	<b>Global Marketing</b> Mr. Michael Gally	2	2		Exam
2294	<b>Retail Marketing</b> Ms. Danna Tevet	2	2		Paper

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<sup>1</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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**Marketing Elective Seminar**  
**Choose one Seminar from the following list:**

**Fall Semester Courses**

2308	<b>Trends Analysis</b> Ms. Adi Yoffe	2	2	Business-Advanced English II	Paper
839	<b>Brandstorm of L'oreal♦</b> Dr. Talia Rymon	2	2	85 overall average Business-Advanced English II	Paper

**Spring Semester Course**

2057	<b>Marcomm Seminar</b> Dr. Ofer Zellermyer	2	2	Marketing Communication, Business-Advanced English II	Paper
2013	<b>Marketing Seminar - Mercedes♦</b> Dr. Talia Rymon	2	2	85 overall average Business-Advanced English II	Paper



**Business Administration Elective Courses#****Choose 12 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>					
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
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper

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

▪ Intensive course. Attendance is mandatory.

**General Studies**

In addition to the mandatory courses, all Business Administration students are required to take six credits of general courses during the course of their studies.

## Third Year / Business Administration Specialization in Finance

**Passing grades in Fundamentals of Finance (course code 42) and Investment Theory (course code 61) are prerequisites for a specialization in Finance.**

**Additionally, students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>6</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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### Mandatory Seminar<sup>7</sup>

**Choose one Seminar from the following list:**

#### Year-long Course

2068	<b>Finance Seminar</b> Prof. Amir Rubin	4	4	Business- Advanced English II	Paper
2131	<b>Finance Seminar- Topic II</b> Dr. Doron Israeli	4	4	Business- Advanced English II	Paper

### Mandatory Courses

#### Fall Semester Course

95	<b>Financial Statements</b> Dr. Rimona Palas	2	2	Fundamentals to Accounting	Paper
593	<b>Introduction to Insurance</b> Dr. Boaz Yam	2	2		Exam
248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2	2	Investment Theory	Exam
2251	<b>Financial Technology Seminar</b> Mr. Tal Mofkadi	2	2		Exam
2353	<b>Financial modeling</b> Mr. Tal Mofkadi	2	2		Exam

#### Spring Semester Course

238	<b>Company Valuations</b> Dr. Amos Baranes	2	2	Financial Statements	Exam
2216	<b>International Risk Management</b>	2	2	Investment Theory	Exam

<sup>6</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

<sup>7</sup> Registration for both seminars is not possible.

2017/2018

Mr. Tal Mofkadi

403	<b>Introduction To Banking</b> Dr. Akiva Shtranberg	2	2	Exam
97	<b>The Capital Market In Israel</b> Dr. Tomer Hadar	2	2	Exam

### Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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#### Fall Semester Courses

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
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper

#### Spring Semester Course

714	<b>Team Management and Development</b> ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper

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

▪ Intensive course. Attendance is mandatory.

## **General Studies**

In addition to the mandatory courses, all Business Administration students are required to take six credits of general elective courses during the course of their studies

## Third Year / Business Administration

### Specialization in Entrepreneurial Management

**Students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>8</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

**The following courses are only open for students in the Entrepreneurial Management specialization.**

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

#### Fall Semester Courses

2278	<b>Value Creation</b> Dr. Alex Coman	2	2		Paper
2279	<b>Project Management</b> Dr. Alex Coman	2	2		Paper
2352	<b>Innovation and intrapreneurship to enhance business competitiveness</b> Prof. Dafna Schwartz	2	2		Paper
2357	<b>Venture Creation - The Vision: Ideation and Strategy</b> Dr. Yossi Maaravi	4	4		Paper
2312	<b>Product design and user experience</b> Dr. Jacob Greenshpan	2	2		Paper

#### Spring Semester Course

2282	<b>Economic and Legal Aspects for Entrepreneurs</b> Dr. Barak Ben-Avinoam	2	2		Paper
2358	<b>Final project: Venture Creation or Intrapreneurship project</b> Dr. Yossi Maaravi	4	4		Paper
2330	<b>Business and Growth Models for the Online Economy</b> Mr. Jehonatan Argaman	2	2		Paper
2314	<b>Communication skills for entrepreneurs: Negotiation,</b>	2	2		Paper

<sup>8</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

**persuasion and presentation**  
Dr. Orly Idan

**Business Administration Elective Courses#**  
**Choose 10 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>					
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
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper

- # Finance and Marketing elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).
- Intensive course. Attendance is mandatory.

## General Studies

In addition to the mandatory courses, all Business Administration students are required to take six credits of general elective courses during the course of their studies.

### Third Year /Dual Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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#### Business Administration mandatory Courses

##### Mandatory Seminar

##### Year-long Course

2068	<b>Finance Seminar</b> Prof. Amir Rubin	4		4	Paper	
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##### Fall Semester Courses

481	<b>Leadership In Organization</b> Dr. Iris Cohen-Kaner	2		2		Exam
2307	<b>Digital Marketing tools</b> Mr. Yanay Sela	2		2		Exam
2332	<b>Corporate Responsibility</b> Dr. Shira Daskal	2		2		Exam

##### Spring Semester Courses

399	<b>Global Marketing</b> Mr. Michael Gally	2		2		Exam
401	<b>Financial Risk Management</b> Mr. Leonl Sandler	2		2	Investment Theory	Exam
2192	<b>The Global Business Environment</b> Mr. Yair Shiran	2		2		Exam
2353	<b>Financial modeling</b> Mr. Tal Mofkadi	2		2		Exam
2319	<b>Customer Management in the Information Era</b> Ms. Ofrit Kol	2		2		Paper

## Economics mandatory courses

### Fall Semester Courses

9078	<b>Applied Economics</b> Prof. Zvi Eckstein Prof. Zvi Herskovich Prof. Rafi Melnik Dr. Osnat Lifshitz	3		3		Exam
9016	<b>Academic Literacy Workshop</b> Dr. Daniel Portman	1	0	No credit		Paper

### Spring Semester Courses

9044	<b>Empirical Project: Finance and Capital Markets</b> Prof. Yona Rubinstein Prof. Zvi Hercovich Dr. Tali Regev Dr. Osnat Lifshitz	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Exam
9023	<b>Econometrics 1</b>	2	2	4	9115 9009 9010 9012 9017 9022	Exam

**Total Semester Hours** 42

## 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).