

Arison School of Business

BA in Business Administration

Prof. Zvi Eckstein
Dean

Dr. Yaron Timmor
Associate Dean / Raphael Recanati International School Academic Advisor

Ms. Carine Katz
Head of Student Administration

Ms. Riki Vanunu
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. **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 courses 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.

Introduction

The curriculum of the Arison School of Business comprises a core program – which includes Core courses in Mathematics, Statistics, Economics and Business Administration and in addition, a major is chosen from three fields: Finance, Marketing or Entrepreneurial Management. 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 schools 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 stock exchanges, as well as the multitude of new and sophisticated financial tools, have 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.

2015/2016

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 obtain and 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. 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.

Double Major Program Curriculum Economics and Business Administration

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 new 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 also provide practical tools in key management topics.

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
Core Courses						
Fall Semester Courses						
709	Business Communications I Ms. Miriam Symon	4		0		Exam
7	Microeconomics Group I – Mr. Ido Eisdorfer Group II – Dr. Tal Sadeh	3	1 no credit	3		Exam
10	Mathematics I Mr. Hever Schulberg	4	1 no credit	4		Exam
27	Statistics I Dr. Sharon Riwkes	4	1	5		Exam
2235	Management Skills Dr. Tal Katz-Navon	3		3		Exam
2236	Culture and Business Mr. Nir Kedem	2		2		Exam
Spring Semester Courses						
710	Business Communications II Ms. Miriam Symon	4		2	Business Communications	Exam
11	Mathematics II Mr. Hever Schulberg	3	1 no credit	3		Exam
42	Fundamentals of Finance Groups I and II – Prof. Evgeny Lyandres	4	1 no credit	4		Exam
2245	Business Management in the Digital World Dr. Amir Etziony	3		3		Exam
43	Principles of Marketing Management Group I – Mr. Coby Morvinski Group II – Dr. Rinat Satchi	4		4		Exam

2015/2016

2234	Business Law Adv. Roy Shapira	4	4		Exam
2246	Business Economics Prof. Arthur Fishman	3	3	Mathematics I Introduction to Micro Economics	Exam
5932	Planet Earth: a citizen's guide for the 21st century# Prof. Yoav Yair	2	2		Exam
Total Semester Hours			42		

This course is Core to the first year Business students and is counted as a general elective course

General Studies

In addition to the mandatory courses, all Business Administration students are required to take **6 additional credits of General elective courses** during the course of their studies (see the General Studies Unit file on the IDC website).

First Year /Dual Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	------------------	---------------	---------------	-------------------------

Core Courses Business Administration

Fall Semester Courses

709	Business Communications I Ms. Miriam Symon	4		0		Exam
50	Fundamentals of Accounting Dr. Ron Lazer	3	1	4		Exam

Spring Semester Courses

710	Business Communications II Ms. Miriam Symon	4		2	Business Communications	Exam
42	Fundamentals of Finance Prof. Evgeny Lyandres	4	1 no credit	4		Exam
2234	Business Law Adv. Roy Shapira	4		4		Exam
90	Critical Thinking Dr. Dennis Kahn	2		2		Exam

Core Courses Economics

Fall Semester Courses

9007	Mathematics I for Economics Dr. Yossi Shamai	4		4		Exam
9115	Principles of Micro Economics Dr. Dror Brenner	3	2	5		Exam
9076	Excel for Economics Ms. Liat Erel	1				Paper

Spring Semester Courses

9008	Mathematics II for Economics Dr. Yossi Shamai	4		4	Mathematics I for Economics	Exam
------	---	---	--	---	-----------------------------	------

2015/2016

9009	Statistics I for Economics Dr. Zohar Rusou	5		5		Exam
9012	Microeconomics I:consumers and firms behavior under perfect competition Dr. Dror Brenner	4	2	5	Introduction to the Theory of Finance Mathematics I for Economics	Exam
9017	Principles of Macro Economics Dr. Dror Brenner	2	2	3	Introduction to the Theory of Finance	Exam
Total Semester Hours				42		

General Studies

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

Second Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	------------------	---------------	---------------	-------------------------

Core Courses

Fall Semester Courses

28	Statistics II Group I and II – Mr. Ran Elkon		1	4		Exam
40	Organizational Behavior Dr. Galit Dayan	4		4		Exam
50	Fundamentals of Accounting Groups I and II – Dr. Ron Lazer	3	1	4		Exam
2076	Business Strategies Group I and II - Dr. Ari Dothan	4		4	Microeconomics, Fundamentals of Finance, Fundamentals of Accounting, Marketing Management	Exam

Spring Semester Courses

64	The Macroeconomic Environment Dr. Yael Hadass	3		3	Macroeconomic	Exam
65	Managerial Accounting Group I - Dr. Rimona Palas Group II – Eyal Amitay CPA	3		3	Fundamentals of Accounting	Exam
90	Critical Thinking Group I - Dr. David Solomon Group II –Dr. Dennis Kahn	2		2		Exam
607	Human Resource Management Dr. Iris Cohen-Kaner	2		2		Exam
2020	Research Methods Dr. Moran Aliman	2		2	Statistics II	Exam

2015/2016

2150	Entrepreneurship and Business Management Dr. Uri Aizik	3	3		Exam
2236	Culture and Business Mr. Nir Kedem	2	2		Exam

Finance Students Core Course

Fall Semester Course

61	Investment Theory ♦ Dr. Yael Eisenthal	4	4	Fundamentals of Finance	Exam
----	--	---	---	-------------------------	------

Marketing Students Core Course

Fall Semester Course

138	Marketing Communication Dr. Yaniv Gvili	3	3	Principles of Marketing Management	Exam
-----	---	---	---	------------------------------------	------

Entrepreneurial Management Students Core Courses

Year-long Course

2256	First-Hand Entrepreneurship - Inc. Educational Field Visits and Guest Lectures Dr. Yossi Maaravi	3	3		Paper
------	--	---	---	--	-------

Fall Semester Course

2257	Themes in Entrepreneurship - A: Real-Estate, Family Business, Social Entrepreneurship ■ Prof. Yair Tauman Mr. Elad Madany Mr. Meydan Tayar Mr. Alon Braude Adv. Rachel Benziman	2	2		Paper
------	---	---	---	--	-------

Spring Semester Course

2258	Themes in Entrepreneurship - B: Brain Technologies, Biomimicry, Medical Device ■ Dr. Doron Friedman Dr. Daphne Haim-Langford	2	2		Paper
------	---	---	---	--	-------

2015/2016

Dr. Mark Levy

2247	Creative Innovation and Ideation Dr. Yossi Maaravi	2	2	Exam
------	--	---	---	------

Marketing Total Semester Hours	38
Finance Total Semester Hours	39
Entrepreneurial Management Total Semester Hours	42

- # 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.

- Intensive course. Attendance is mandatory.

General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies, as follows:

- **4 credits of the General Studies Unit**
- **2 credits which can consist of one of the following option:**
 - An Interdisciplinary Elective Course
 - A general elective course
 - A 3rd year Business Administration Elective Course

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 Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------	---------------	-------------------------

Core Courses

Year-long Course

310	Seminar: Marketing Project Dr. Yaron Timmor	4	4	Marketing Communication, Research Methods	Project
-----	---	---	---	---	---------

Fall Semester Courses

306	Consumer Behavior Dr. Rinat Satchi	3	3		Exam
2027	Marketing Research Ms. Danna Tevet	3	3	Research Methods	Paper

Spring Semester Course

399	Global Marketing 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 Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------	---------------	-------------------------

Fall Semester Courses

351	Marketing Services Prof. Arthur Meidan	2	2		Exam
2204	Non-Conventional and Creative Marketing Dr. Sivan Ben-Horin	2	2	Marketing Communication	Paper
839	Brandstorm of L'oreal ♦ Dr. Talia Rymon	2	2	85 overall average	Paper
2250	Interactive Marketing in the Big Data Era Ms. Ofrit Kol	2	2		Paper

2015/2016

582	Marketing Strategy Prof. Eyal Biyalogorsky	2	2		Paper
Spring Semester Course					
302	Product Policy Dr. Tamir Gedo	2	2		Exam
2057	Marcomm Seminar Dr. Ofer Zeller Mayer	2	2	Marketing Communication, Marketing Research	Paper
2013	Marketing Seminar - Mercedes ♦ Dr. Talia Rymon	2	2	85 overall average	Paper
2021	Marketing In The Far East Dr. Ron Berger	2	2		Exam
2294	Retail Marketing Ms. Danna Tevet	2	2		Paper

Business Administration Elective Courses#

Choose 6 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
Fall Semester Courses					
2205	Entrepreneurship in the Hi-tech Mr. Uri Izik	2	2		Paper
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
Spring Semester Course					
714	Team Management and Development▪ Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper
158	Simulation Games and Negotiation Processes▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	Leadership in the Global Village▪ Dr. Yael Ziv	2	2		Paper
2029	International Financial Management	2	2		Paper

Dr. Samuel Frankel

2297	Regional Business Development Project* Mr. Michael Silberg	2	2	Paper
------	--	---	---	-------

- ◆ The course is taught in Hebrew, but the project can be submitted in English.
- # Additionally, Finance and Marketing elective courses can be counted as Business Administration elective courses (registration during the first two weeks of the semester).
- Intensive course. Attendance is mandatory.
- * Course registration is conditional upon personal interview

General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies, as follows:

- **4 credits of the General Studies Unit**
- **2 credits which can consist of one of the following option:**
 - An Interdisciplinary Elective Course
 - A general elective course
 - A 3rd year Business Administration Elective Course

Third Year / Business Administration

Major in Finance

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

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------	---------------	-------------------------

Mandatory Seminar¹

Fall Semester Course

2068	Finance Seminar Dr. Doron Israeli	4	4	Research Methods	Paper
------	---	---	---	------------------	-------

Spring Semester Course

2131	Finance Seminar- Topic II Prof. Amir Rubin	4	4	Research Methods	Paper
------	--	---	---	------------------	-------

Core Courses

Fall Semester Course

95	Financial Statements Dr. Rimona Palas	2	2	Fundamentals to Accounting	Paper
----	---	---	---	----------------------------	-------

Spring Semester Course

238	Company Valuations Dr. Amos Baranes	2	2	Financial Statements	Exam
248	Futures and Options Markets Dr. Yigal Newman	2	2		Exam
2056	Securities Regulations Dr. Hadar Shachar	3	3	Contact Law, Corporate Law	Exam

¹ Registration for both seminars is not possible.

Finance Elective Courses
Choose 12 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
Fall Semester Courses					
593	Introduction to Insurance Dr. Boaz Yam	2	2		Exam
2215	International Finance Mr. Tal Mofkadi	2	2	Investment Theory	Exam
2026	International Fixed Income Mr. Jan Teutsch	2	2	Investment Theory	Exam
2295	Advanced Corporate Finance Dr. Nittai Bergman	2	2	Investment Theory	Exam
Spring Semester Course					
2216	International Risk Management Mr. Tal Mofkadi	2	2	Investment Theory	Exam
2029	International Financial Management Dr. Samuel Frankel	2	2		Paper
2025	Advanced Topics in Management Accounting Dr. Rimona Palas	2	2		Exam
2260	Active Investment Strategies Dr. Eric Berger	2	2	Investment Theory	Paper

Business Administration Elective Courses#
Choose 6 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
Fall Semester Courses					
2205	Entrepreneurship in the Hi-tech Mr. Uri Izik	2	2		Paper
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
Spring Semester Course					
714	Team Management and Development Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper

2015/2016

158	Simulation Games and Negotiation Processes Dr. Chanan Goldschmidt	2	2	Paper
2028	Leadership in the Global Village Dr. Yael Ziv	2	2	Paper
2029	International Financial Management Dr. Samuel Frankel	2	2	Paper
2297	Regional Business Development Project* Mr. Michael Silberg	2	2	Paper

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

▪ Intensive course. Attendance is mandatory.

* Course registration is conditional upon personal interview.

General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies, as follows:

- **4 credits of the General Studies Unit**
- **2 credits which can consist of one of the following option:**
 - An Interdisciplinary Elective Course
 - A general elective course
 - A 3rd year Business Administration Elective Course

Third Year / Business Administration
Major in Entrepreneurial Management

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
-------------	-------------	---------------	---------------	---------------	-------------------------

Core Courses

Fall Semester Courses

2278	Value Creation ▪ Dr. Alex Coman	2	2		Exam
2279	Project Management ▪ Dr. Alex Coman	2	2		Exam
2280	The Psychology of Creativity, Innovation and Entrepreneurship Dr. Yossi Maaravi	3	3		Exam
2281	Strategy and Marketing for Entrepreneurs Dr. Yuval Davidor	3	3		Exam

Spring Semester Course

2259	Negotiation for Entrepreneurs Dr. Yossi Maaravi	2	2		Exam
2282	Economic and Legal Aspects for Entrepreneurs ▪ Dr. Dan Marom Adv. Liat Aaronson	2	2		Exam
2283	Structural Themes in Israel's Economy – The Visible and Elusive Factors ▪ Mr. Guy Rolnik	2	2		Exam
2284	Final project: Venture Creation or Intrapreneurship project Dr. Yossi Maaravi Dr. Doron Friedman	3	3		Paper

- Intensive course. Attendance is mandatory.

Business Administration Elective Courses#

Choose 8 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
Fall Semester Courses					
2205	Entrepreneurship in the Hi-tech Mr. Uri Izik	2	2		Paper
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
Spring Semester Course					
714	Team Management and Development ▪ Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper
158	Simulation Games and Negotiation Processes ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	Leadership in the Global Village ▪ Dr. Yael Ziv	2	2		Paper
2029	International Financial Management Dr. Samuel Frankel	2	2		Paper
2297	Regional Business Development Project Mr. Michael Silberg *	2	2		Paper

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

▪ Intensive course. Attendance is mandatory.

* Course registration is conditional upon personal interview.

General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies, as follows:

- **4 credits of the General Studies Unit**
- **2 credits which can consist of one of the following option:**
 - An Interdisciplinary Elective Course
 - A general elective course
 - A 3rd year Business Administration Elective Course

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).

Course registration is conditional upon personal interview.