

Adelson School of Entrepreneurship

Double Major B.A. in Entrepreneurship and Business Administration

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

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A great deal of effort has been expended in preparing this handbook, to ensure that its content is complete and accurate. However, changes and alterations to the information are possible. The Reichman University 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 Reichman University website, and will apply to all Reichman University students, including students at 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 to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Business Administration to earn a Bachelor of Arts (B.A) degree.

The double major program in Entrepreneurship and Business Administration is intended for students who are interested in establishing new innovative startups or new initiatives within 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.

Undergraduate Double Major BA Entrepreneurship and B.Sc. Computer Science

The curriculum of the double major in Entrepreneurship and Computer Science includes two main components:

1. Training in the field of Entrepreneurship to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Computer Science 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. This is done with the guidance of leading mentors from the Israeli startup community

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
Annual courses					
5070	Practical Tools and Strategies for Entrepreneurs	4		4	
Fall Semester Courses					
3101	Entrepreneurship, Creativity and Innovation - From 0 to 1	4		4	
3913	Research Methods for Entrepreneurs	2		2	
709	Business - Advanced English A	4			
Spring Semester Courses					
5047	Entrepreneurship and innovation within organizations	2		2	
26002	Computational Thinking and Programming	4		4	
710	Business- Advanced English B	4		2	

First Year /Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
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Mandatory Courses

Fall Semester Courses

2379	Mathematics I	4		4
2316	Statistics I	6		6
43	Principles of Marketing Management	4		4

Spring Semester Courses

5259	Artificial Intelligence: From Strategy to Generative AI Mastery	3		3
42	Fundamentals of Finance	4	2 no credit	4
2341	Statistics II	5		5
710	Business- Advanced English 2	2		2

Total credits: 45

Second Year / Entrepreneurship

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

Fall Semester Courses

5393	Legal and Tax Aspects of Entrepreneurial Ventures	2	2	4	
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5395	Product Management	2	2	4	
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Spring Semester Courses

5394	UX/UI and Prototyping	2	2	4	
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5391	Digital Marketing for Entrepreneurs	2	2	4	
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Elective Courses and Entrepreneurship (Verticals)

Select one course, each semester, from the following list:

Fall Semester Courses

5400	Fintech Entrepreneurship	4		4	
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5397	Real Estate Entrepreneurship	4		4	
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5406	Internet, E-commerce, New Media & Social	4		4	
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5405	Fashion Tech	4		4	
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5403	Sport Tech and Wellness	4		4	
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5629	Cyber and Enterprise Software Entrepreneurship	4		4	
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5399	Consumer products entrepreneurship	4		4	
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5407	CannabisTech	4		4	
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5402	Medical & BioTech Entrepreneurship	4		4	
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Spring Semester Courses

5425	Org Innov w/Digitization, AI & Robotics	2	2
5424	Innovation & Impact Ent in Organizations	2	2
5429	Female Entrepreneurship	2	2
5474	GreenTech Entrepreneurship	2	2
5423	Venture Capital Investments	2	2
5475	The Psychology of Language in Innovation & Entrepreneurship	2	2
5432	Cross Vertical Acceleration	2	2
5440	Power and Influence in Entrepreneurship	2	2
5426	The Playtika Gaming Vertical	2	2

Second Year /Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
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Mandatory Courses

Fall Semester Courses

2362	Organizational Management	4		4
2194	Business Economics	4		4
50	Fundamentals of Accounting	4	1 no credit	4
61	Investment Theory (*This course is relevant only for students who choose the finance seminar)	4	1 no credit	4
2321	Marketing Research (*This course is relevant only for students who choose the marketing seminar)	4		4
2318	Marketing Communication (*This course is relevant only for students who choose the marketing seminar)	4		4

Spring Semester Courses

2363	Business Economics Macro	4		4
2304	Quantitative methods in finance (*This course is relevant only for students who choose the finance seminar)	4		4

Total credits: 42

Third Year / Entrepreneurship

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

Year Long Courses

3rd year students are required to choose one mandatory year long Seminar:

3087	Venture Creation: Acceleration Capstone Project: A	4* 2**		6	
3737	Entrepreneurship Seminar*	4* 2**		6	
3936	Research seminar	4* 2**		6	
6943	Business development and value creation for startups	4* 2**		6	
5379 @	Gaming-Human Psychology, UX and The Business of Games	4*		4	
5380 @	Tech, Data and AI in Gaming	4*		4	
5361	Game Changers - Final Project	4**		4	
3937	Practical Seminar in Entrepreneurship - Acceleration	4* 2**		6	
*	Students who are planning to participate in an exchange program abroad, will be taking this seminar				
@	Game Changers program: preliminary selections, the students who will be selected will attend the 5379 and 5380 workshops in the first semester and the 5361 seminar in the second semester.				

Fall Semester Courses

5090	AI tools for entrepreneurs	2		2	
26013	Entrepreneurial Decision Making	2		2	

Spring Semester Courses

5454	Human Capital in Innovative Ventures and Organizations	4		4	
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Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites
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Elective Courses

Select one course, each semester, from the following list:

Fall Semester Courses

5480	Sales and Business Development in Startups and High-Tech Companies	2		2	
2447	Branding and Storytelling for New Ventures	3		3	
6920	Venture Creation Game-Based Learning	3		3	

Spring Semester Courses

2437	Growth Strategies - Advanced digital marketing for entrepreneurs	3		3	
2442	From sales to customer success	3		3	
2443	Value Creation and Project Management	3		3	

Third Year /Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
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Mandatory Courses

One year course:

2068	Finance Seminar	4		4
2342	Seminar: Marketing Project	6		6

Spring Semester Courses

2234	Business Law	4		4
2332	Corporate Responsibility	2		2

Total credits:

**For students who returned from student exchange - there is another group in Spring Semester.

Introduction

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Undergraduate Double Major BA Entrepreneurship and B.Sc. Computer Science

The curriculum of the double major in Entrepreneurship and Computer Science includes two main components:

1. Training in the field of Entrepreneurship to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Computer Science 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. This is done with the guidance of leading mentors from the Israeli startup community

Introduction

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

Head of International Undergraduate Program Prof. Yossi Maaravi – (Entrepreneurship), Prof. Tal Moran (Computer Science).

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

Entrepreneurship first year curriculum is focused on introductory courses including “First Hand Entrepreneurship”, a 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.

Computer Science

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. As part of the mandatory courses in computer science this year, the student must choose one of two mandatory courses:

- Digital Systems Construction (3955)
- Digital Architectures this lesson has a recitation (79)

Second year students will study "Machine Learning from Data" course (code 3141) as a mandatory course. The credits for this course will count as part of the Entrepreneurship credits needed for the degree.

Third year studies include two required computer science courses, and one elective courses in computer science.

CS Important Information

- To pass CS courses you must get at least 60 in the final exam.
- Within the **computer science elective courses**, you may choose a guided field project, either a personal project or a lab project.
You cannot execute more than one guided field project. If a student did more than one guided field project, one of them will be added to the extra courses and won't be listed on the main transcripts of grades. The Media Innovation Lab (Milab) and InGame are considered guided field projects.

- As part of computer science elective courses, 3rd year students may register to MSc elective courses. You can find the list of M.Sc. courses is updated in the student handbook.
A student who has completed one or more MSc elective courses may request, at the end of his/her degree, to convert only one of them into a binary grade.

Total credits: 142

Domain	Course type	First Year 14	Second year 24	Third year 2	Total
Entrepreneurship	Mandatory course (including English)				40
	Elective courses (Verticals)		6		6
	Advanced Elective courses - Entrepreneurship			4	4
	General courses	4			4
	Annual seminar			6	6
Total Entrepreneurship Credits		18	30	12	60
Computer Science		46	25	8	79
	CS Elective courses			3	3
Total Computer Science Credits		46	25	11	82
Total credit for the degree					142

Students may choose general elective courses out of all courses offered on campus, provided that the courses are available and that the students meet their prerequisites. Registration for cross-campus courses will be done by applying to the Student Administration during the registration period.

Academic English Requirements

Every student must fulfill the academic English requirements until the end of the second year of studying (in the three-year program) and until the end of the third year of studying (in the four-year program).

A student who doesn't achieve the required exemption on time won't be able to finish the degree and will have to add another year.

In order to get an exemption, the student must provide the required grade in either the Amir, the Amiram, TOEFL, the Psychometric or the SAT test or pass the Computer Science English Advanced 2 course.

First Year / Entrepreneurship

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

Fall Semester Courses

5070	Practical Tools and Strategies for Entrepreneurs	4		4	
3913	Research Methods for Entrepreneurs	2		2	
110	English for CS Advanced 2	3		2	
3101	Entrepreneurship, Creativity and Innovation - From 0 to 1	4	1	4	

Spring Semester Courses

5047	Entrepreneurship and innovation within organization	3		3	
26002	Computational Thinking and Programming	4		4	

First Year / Computer Science

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
Fall Semester Courses					
52	Calculus I	4	2	6	
54	Linear Algebra I	4	2	6	
56	Discrete Mathematics	3	2	5	
417	Introduction to Computer Science	4	2	6	
Spring Semester Courses					
53	Calculus II	3	2	5	Calculus I
55	Linear Algebra II	3	2	5	Linear Algebra I
59	Data Structures	3	2	5	Int. to CS
69	Logic and Set Theory	3	2	5	Discrete Math
3144	System Programming in C	3	1	3	Intro. to CS Data Structures (simultaneously)
Total Credits CS				46	

Second Year / Entrepreneurship

Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Fall Semester Courses

5394	UX/UI and Prototyping	2	2	4	
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5393	Legal and Tax Aspects of Entrepreneurial Ventures	2	2	4	
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5396	Accounting & Finance Fundamentals for Entrepreneurs	4		4	
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Spring Semester Courses

5395	Product Management	2	2	4	
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5391	Digital Marketing for Entrepreneurs	2	2	4	
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3141	Machine Learning from Data	3	2	4	Calculus I, II Algebra I, II Int. to Probability
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Elective Courses and Entrepreneurship (Verticals)

Select one course, each semester, from the following list:

Fall Semester Courses

5400	Fintech Entrepreneurship	4		4	
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5397	Real Estate Entrepreneurship	4		4	
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5406	Internet, E-commerce, New Media & Social	4		4	
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5405	Fashion Tech	4		4	
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5403	Sport Tech and Wellness	4		4	
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5629	Cyber and Enterprise Software Entrepreneurship	4		4	
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5399	Consumer products entrepreneurship	4	4
5407	CannabisTech	4	4
5402	Medical & BioTech Entrepreneurship	4	4
Spring Semester Courses			
5425	Org Innov w/Digitization, AI & Robotics	2	2
5424	Innovation & Impact Ent in Organizations	2	2
5429	Female Entrepreneurship	2	2
5474	GreenTech Entrepreneurship	2	2
5423	Venture Capital Investments	2	2
5475	The Psychology of Language in Innovation & Entrepreneurship	2	2
5432	Cross Vertical Acceleration	2	2
5440	Power and Influence in Entrepreneurship	2	2
5426	The Playtika Gaming Vertical	2	2
5397	Real Estate Entrepreneurship	4	4

Second Year / Computer Science

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Fall Semester Courses

77	Algorithms	3	2	5	Discrete Math Data Structures Logic and Set Theory
109	Introduction To Probability	3	2	4	Discrete Math Calculus I
3030	Advanced Programming	3	2	4	Int. to CS

Spring Semester Courses

84	Operating Systems	3	1	4	Data Structures Digital Architectures System Programming in C
3699	Computational Models	3	2	4	Discrete Mathematics Logic and Set Theory Algorithms

Computer structure courses – 4 credits

You must choose one of the following mandatory courses. Registration will take place during the online registration period.

Please note, the Digital Architectures course has a recitation, to complete your registration to this course you must register for the recitation group during your online registration.

Fall Semester Courses

79	Digital Architectures	3	2	4	Int. to CS, Discrete Mathematics
3955	Digital System	3		4	Int. to CS, Discrete Mathematics

Total Credits	25
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Third Year / Entrepreneurship

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

Year Long Courses

3rd year students are required to choose one mandatory year long Seminar:

3087	Venture Creation: Acceleration Capstone Project: A	4* 2**		6	
3737	Entrepreneurship Seminar*	4* 2**		6	
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5380 @	Tech, Data and AI in Gaming	4*		4	
5361	Game Changers - Final Project	4**		4	
3937	Practical Seminar in Entrepreneurship - Acceleration	4* 2**		6	
*	Students who are planning to participate in an exchange program abroad, will be taking this seminar				
@	Game Changers program: preliminary selections, the students who will be selected will attend the 5379 and 5380 workshops in the first semester and the 5361 seminar in the second semester.				

Fall Semester Courses

5090	AI tools for entrepreneurs	2		2	
26013	Entrepreneurial Decision Making	2		2	

Spring Semester Courses

5454	Human Capital in Innovative Ventures and Organizations	4		4	
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Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites
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Elective Courses

Select one course, each semester, from the following list:

Fall Semester Courses

5480	Sales and Business Development in Startups and High-Tech Companies	2		2	
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2447	Branding and Storytelling for New Ventures	3		3	
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6920	Venture Creation Game-Based Learning	3		3	
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Spring Semester Courses

2437	Growth Strategies - Advanced digital marketing for entrepreneurs	3		3	
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2442	From sales to customer success	3		3	
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2443	Value Creation and Project Management	3		3	
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Third Year / Computer Science

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Fall Semester Courses

592	Computer Networks	3	1	4	Algorithms Operating Systems
3967	Complexity Theory	3	1	4	Algorithms Computational Models

Computer Science Elective Courses¹

3rd year students are required to choose one Computer Science elective courses.

Prerequisites for each Computer Science elective course is a passing grade in all the first-year mandatory courses in CS and Mathematics, in addition to the specific prerequisites of each course, as detailed below:

Fall Semester Courses

3119	Guided Project ▲ ■ Faculty Staff	3		3	1 st year courses and Guidance approval	
159	Cryptography (E) ● ●	3		3	Algorithms	
3354	3D Animation with Unreal Engine	3		3	Advanced Programming	
3169	Artificial intelligence and Morality	3		3		
3620	Statistics and Data Analysis ● ● ●	3	1	3	Introduction To Probability	Theoretical
3798	Information Theory ● ● ●	3		3	Introduction To Probability	Theoretical
3924	Advanced Systems Development using AI	3		3	Advanced Programming	
3959	Text Retrieval and Search Engines ● ●	3		3	Algebra 1+2 Introduction To Probability Introduction to CS	Theoretical

¹ The CS elective courses are offered in English. Students are welcome to choose a course offered in Hebrew, as detailed in the handbook of the Hebrew program.

					Machine learning from Data	
3961	Cloud Computing and Software Engineering	3		3	Advanced Programming	
3994	Deep Learning and Image Understanding ●●●	3	1	4	Machine Learning from Data	Theoretical
Spring Semester Courses						
3523	Natural Language Processing●●●	3		3	Algorithms Machine Learning from Data	Theoretical
3613	Introduction to Bioinformatics ●●●	3		3		Theoretical
3643	Advanced Topics in Computer Systems Security●●	3		3	Advanced Programming Operating Systems Communications And Networks	Theoretical
3917	Using AI for Malware and Intrusion Detection	3		3	Recommended course: Machine Learning from Data	
3945	Advanced Machine Learning ●●●	3	1	3	Machine Learning from Data	Theoretical

Total Credits**11**

- ◆ **Intensive course.** The specific dates will be published on the course website.
The course does not earn the student academic credits
- ▲ For 3rd year students only. The course is on a personal guidance basis and is spread over the entire academic year.
- Please note: a student can only register to **one guided project during his/her degree.**
("Guided Field Project-Media Innovation Lab" (3120) is considered guided projects)
- This course is part of the M.Sc. curriculum and is open for B.Sc. students with a total GPA of 70 and above.
- This course is part of the M.Sc. curriculum and is open for B.Sc. students with a total GPA of 75 and above.
- This course is part of the M.Sc. curriculum and is open for B.Sc. students with a total GPA of 80 and above.
- This course is part of the M.Sc. curriculum and is open for B.Sc. students with a total GPA of 85 and above.

In addition to the mandatory courses, all CS students are required to take 8 credits of General Elective Courses during the course of their studies. The courses can be chosen out of all courses offered on campus, provided that the courses are available and that the students meet their prerequisites.

Exam Schedule

The dates of the examinations can be found on the Reichman University 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).