

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, 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	<b>First Hand Entrepreneurship A</b> Dr. Gali Einav	2		2		Paper
26002	<b>Computational Thinking and Programming</b> TBA	3	1	4		Exam
26003	<b>Technological Revolutions and Innovation</b> Dr. Lior Noy	2		2		Exam
497	<b>Workshops - databases, business and academic writing</b> Dr. Inbar Kaminsky	1		1		Paper

##### Spring Semester Courses

26001	<b>First Hand Entrepreneurship B</b> Dr. Gali Einav	2		2		Paper
26006	<b>Data Science and Statistics for the Internet Age</b> Dr. David Movshovitz	3	1♦ no credit	3		Exam
3033	<b>Presentation Workshop</b> Dr. Michelle Stein-Teer	1		1		Paper



## Second 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

26034	<b>Financial Management and Entrepreneurial Finance - workshop</b> Dr. Tal Mofkadi	1		1		Paper
26013	<b>Entrepreneurial Decision Making</b> Dr. Liraz Margalit	2		2		Exam
2680	<b>Digital Marketing For Entrepreneurs</b> Dr. Gali Einav	2	1	2		Exam
26012	<b>UX and Product Design for Entrepreneurs</b> Dr. Jacob Greenshpan	2		2		Exam

#### Spring Semester Courses

26033	<b>Accounting for Entrepreneurs-workshop</b> TBA	1		1		Paper
26017	<b>Branding and Go-to-market Strategy</b> Mr. Baruch Deutsch	2		2		Exam

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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## Elective Courses and Entrepreneurship

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

### Fall Semester Courses

26020	<b>Social Entrepreneurship</b> Dr. Jimmy Levy	2		2		Paper
26022	<b>Sustainability and Clean-Tech Entrepreneurship</b> Ms. Anat Tsour Segal	2		2		Paper
26025	<b>Real Estate Entrepreneurship</b> Mr. Elad Madany	2		2		Paper

### Spring Semester Courses

26018	<b>Fintech, Blockchain and Data Science Entrepreneurship</b> Mr. Lyron Wahrmann	2		2		Paper
26019	<b>Biotech Entrepreneurship</b> Dr. Benley Pick	2		2		Paper
26021	<b>Internet and New Media Entrepreneurship</b> Mr. Eran Wagner	2		2		Paper

## 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

2362	<b>Organizational Management</b> Dr. Galit Ben Tovel	4		4		Exam
2194	<b>Business Economics</b> Mr. Ido Isdorfer	4		4		Exam
50	<b>Fundamentals of Accounting</b> Ms. Hagit Ynon	3	1	4		Exam
61	<b>Investment Theory</b> Dr. Yael Eisenthal	4	1	4	Fundamentals of Finance	Exam
2318	<b>Marketing Communication</b> Dr. Rinat Satchi	4		4	Principles of Marketing Management	Exam

#### Spring Semester Courses

2363	<b>Business Economics Macro</b> Mr. Ido Isdorfer	4		4	Macroeconomic	Exam
2304	<b>Quantitative methods in finance</b> Mr. Rotem Nitzan	4		4	Fundamentals of Finance, Mathematics I, Statistics I	Exam
2321	<b>Marketing Research</b> Ms. Dena Yadin	4		4	Fundamentals of Finance, Mathematics I, Statistics I	Exam

<b>Total Semester Hours</b>				47		
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◆ the recitation will be held once every two weeks.



## 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	<b>First Hand Entrepreneurship A</b> Dr. Gali Einav	2		2		Paper
26003	<b>Technological Revolutions and Innovation</b> Dr. Lior Noy	2		2		Exam
497	<b>Workshops - databases, business and academic writing</b> Dr. Inbar Kaminsky	1		1		Paper
3111	<b>English for CS Advanced 1</b>	3		0		Exam
110	<b>English for CS Advanced 2</b> Ms. Rebecca Haddad	3		2		Exam

#### Spring Semester Courses

26001	<b>First Hand Entrepreneurship B</b> Dr. Gali Einav	2		2		Paper
3033	<b>Presentation Workshop</b> Dr. Michelle Stein-Teer	1		1		Paper
110	English for CS Advanced 2 Ms. Rebecca Haddad	3		2		Exam

## First Year / Computer Science

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>						
52	Calculus I Dr. Yossi Shamaï	4	2	6		Exam
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
<b>Spring Semester Courses</b>						
53	Calculus II Dr. Yossi Shamaï	3	2	5	Calculus I	Exam
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
3144	System Programming in C Ms. Sara Geizhals	3		3	Intro. to CS Data Structures (simultaneously)	Exam
<b>Total Credits</b>				<b>46</b>		

## Second 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

26011	<b>Financial Management and Entrepreneurial Finance</b> Dr. Tal Mofkadi	3		3		Exam
26012	<b>UX and Product Design for Entrepreneurs</b> Dr. Jacob Greenshpan	2		2		Exam
26013	<b>Entrepreneurial Decision Making</b> Dr. Liraz Margalit	2		2		Exam

#### Spring Semester Courses

26015	<b>Accounting for Entrepreneurs</b> Eran Iohan	3		3		Exam
26017	<b>Management for Product Entrepreneurs</b> Mr. Baruch Deutsch	2		2		Exam
26006	<b>Data Science and Statistics for the Internet Age</b> Dr. David Movshovitz	3	1♦ no credit	3		Exam

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

## Elective Courses and Entrepreneurship

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

### Fall Semester Courses

26020	<b>Social Entrepreneurship</b> Dr. Jimmy Levy	2		2		Paper
26022	<b>Sustainability and Clean-Tech Entrepreneurship</b> Ms. Anat Tsour Segal	2		2		Paper
26025	<b>Real Estate Entrepreneurship</b> Mr. Elad Madany	2		2		Paper

### Spring Semester Courses

26018	<b>Fintech, Blockchain and Data Science Entrepreneurship</b> Mr. Lyron Wahrmann	2		2		Paper
26019	<b>Biotech Entrepreneurship</b> Dr. Benley Pick	2		2		Paper
26021	<b>Internet and New Media Entrepreneurship</b> Mr. Eran Wagner	2		2		Paper

## Second Year / Computer Science

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

77	Algorithms Prof. Tami Tamir	3	2	5	Discrete Math Data Structures Logic and Set Theory	Exam
79	Digital Architectures Dr. Danny Seidner	3	2	4	Int. to CS, Discrete Mathematics	Exam
109	Introduction To Probability Mr. Max Mahlin	3	2	4	Discrete Math Calculus I	Exam

### Spring Semester Courses

643	Automata And Formal Languages Dr. Rina Zivel-Girshin	3		3	Discrete Mathematics Logic and Set Theory	Exam
84	Operating Systems TBA	3	1	4	Data Structures Digital Architectures System Programming in C	Exam

As part of the double major curriculum, the students must pick one out of three mandatory Computer Science courses: Second year courses (offered in the 2019-20 school year): "Advanced programming" OR "Machine Learning", Third year course (will be offered in the 2020-2012 school year): "computer Networks"

### Fall Semester Courses

3030	Advanced Programming Mr. Meir Yaakov	3	1	4	Int. to CS	Exam
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### Spring Semester Courses

3141	Machine Learning from Data Dr. Zohar Yakhini	3	2	4	Calculus I, II Algebra I, II Algorithms Int. to Probability	Exam
592	Computer Networks ▲	3	1	4	Algorithms, Operating Systems	Exam

**Total Credits**

**24**  
**(including**  
**the**  
**elective**  
**course**

▲ Course "Computer Networks" you can choos only on your 3rd year of studies