

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 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	Final Course Assignment
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#### Mandatory Courses

##### Fall Semester Courses

5982	<b>First Hand Entrepreneurship A</b> Dr. Gali Einav	4	2♦ no credit	4		Paper
26002	Computational Thinking and Programming Ms. Keren Kalif	4	1 no credit	4		Exam
497	<b>Workshops - databases, business and academic writing</b> Dr. Orly Idan	1		1		Paper

##### Spring Semester Courses

26001	<b>First Hand Entrepreneurship B</b> Dr. Gali Einav	2	2♦ no credit	2		Paper
2686	<b>Data Science</b> <b>TBA</b>	4	1♦ no credit	4		Paper
3033	<b>Presentation Workshop</b> Dr. Michelle Stein-Teer	1		1		Paper

## 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. Louise Klaf	4		0		Exam
2379	<b>Mathematics I</b> Mr. Hever Schulberg	4		4		Exam
2316	<b>Statistics I<sup>1</sup></b> Mr. Hever Schulberg	6		6		Exam
43	<b>Principles of Marketing Management</b> Mr. Yaniv Gvili	4		4		Exam

#### Spring Semester Courses

710	<b>Business- Advanced English II</b> Ms. Louise Klaf	4		2	Advanced English I	Exam
2380	<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
2341	<b>Statistics II</b> Prof. Rani Elkon	5		5		Exam
<b>Total Semester Hours</b>				<b>43</b>		

♦ the recitation will be held once every two weeks.

## 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

3064	<b>UX/UI and Prototyping</b> Dr. Jacob Greenspan	3		3		Paper
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3085	<b>Innovation and Intrapreneurship Within Organizations</b> Dr. Yonatan Feffer	3		3		Paper
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#### Spring Semester Courses

3065	<b>Product Management</b> Mr. Baruch Deutsch	3		3		Paper
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2680	<b>Digital Marketing For Entrepreneurs</b> Mr Ofir Richman	2	1	3		Paper
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Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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## Elective Courses and Entrepreneurship (Verticals)

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

### Fall Semester Courses

3066	<b>Impact Entrepreneurship</b> Dr. Jimmy Levy	3		3		Paper
3413	<b>Ed Tech Entrepreneurship</b> Mr. Oren Jackman	3		3		Paper
3414	<b>Cyber and Enterprise Software Entrepreneurship</b> Mr. Ophir Bear	3		3		Paper
3068	<b>Real Estate Entrepreneurship</b> Mr. Ziv Shor	3		3		Paper

### Spring Semester Courses

3076	<b>Fintech Entrepreneurship</b> Mr. Lyron Wahrmann	3		3		Paper
3071	<b>BioTech Entrepreneurship</b> Mr. Gilad Gome	3		3		Paper
3067	<b>Internet &amp; New Media Entrepreneurship</b> Mr. Eran Wagner	3		3		Paper
3074	<b>GreenTech &amp; CleanTech Entrepreneurship</b> Ms. Anat Tsour Segal	3		3		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

#### Year Long Courses

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

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



## Third Year / Entrepreneurship

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

#### Year Long Courses

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

3087	Venture Creation : Acceleration Capstone Project : A Mr. Jonathan Feffer	6		6		Paper
3087	Venture Creation : Acceleration Capstone Project : A Ms. Lilach Danewitz	6		6		Paper
3416	Accelerator Track Dr. Gali Einav	6		6		Paper

\*Students who participate in exchange students program will take course 3044 Final Project for exchange students on spring semester and need to add 2 credit course during the exchange.

#### Fall Semester Courses

3415	<b>Decision Making for Entrepreneurs</b> Dr. Liraz Margalit Dr. Eli Mograbi	3		3		Exam
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#### Spring Semester Courses

3090	Workshop: Ethics ADV. Melzer Roi	1		1		Paper
3091	Workshop: Dealing and Coping with Failure Dr. Lisa Law	1		1		Paper
3088	<b>Legal and Tax Aspects of Entrepreneurial Ventures</b> Mr. Pomerantz Daniel	3		3		Paper

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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

2441	<b>Web applications for Entrepreneurs</b> Dr. Revital Hollander	3		3		Paper
2437	Growth Strategies - Advanced digital marketing for entrepreneurs Dr. Moshe Yonatany Mr. yair koren	3		3		Paper
2447	<b>Branding and storytelling for new ventures</b> Mr. Oded Lavie	3		3		Paper

### Spring Semester Courses

2436	Business Analysis for Entrepreneurs using Data Science Mr. Alon Oring	3		3		Paper
2442	From sales to customer success Ms Nili goldberg	3		3		Paper
2443	Value Creation and Project Management Dr. Alex Coman	3		3		Paper
3352	Digital Leadership Michal Ben David	3		3		Paper

## Third Year /Business Administration

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

#### One year course:

2068	<b>Finance Seminar</b> Prof. Kogan Shimon	4		4		Exam
2342	<b>Seminar: Marketing Project</b> Dr. Talia Rimon	6		6		Paper

#### Spring Semester Courses

2234	<b>Business Law</b> Mr. Slawotsky Joel	4		4		Exam
3205	<b>Business Ethics</b> Dr. Yulia Shmir	2		2		Exam

**Total Semester Hours**

## Introduction

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

Head of International Undergraduate Program – Dr. Gali Einav (Entrepreneurship), Prof. Elette Boyle (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 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.

To pass CS course you must get at least 60 in the final exam.

**Total credits: 141**

Domain	Course type	First Year	Second year	Third year	Total
<b>Entrepreneurship</b>	Mandatory course (including English)	10	20	8	38
	Elective courses (Verticals)		6		6
	Advanced Elective courses - Entrepreneurship			6	6
	General courses		2	2	4
	Annual seminar			6	6
Total Entrepreneurship Credits		10	28	22	60
<b>Computer Science</b>		46	21	8	75
	CS Elective courses			6	6

Total Computer Science Credits		46	21	14	81
Total credit for the degree		56	49	36	141

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.

Within the elective computer science 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.

### 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	Final Course Assignment
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### Mandatory Courses

#### Fall Semester Courses

5982	<b>First Hand Entrepreneurship A</b> Dr. Gali Einav	4	2♦ no credit	4		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
497	<b>Workshops - databases, business and academic writing</b> Dr. Orly Idan	1		1		Paper

#### Spring Semester Courses

26001	<b>First Hand Entrepreneurship B</b> Dr. Gali Einav	2	2♦ no credit	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 Shamai	4	2	6		Exam
54	Linear Algebra I Dr. Menachem Shlossberg	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 Shamai	3	2	5	Calculus I	Exam
55	Linear Algebra II Dr. Ran Cohen	3	2	5	Linear Algebra I	Exam
59	Data Structures Dr. Ben Lee Volk	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
3064	UX/UI and Prototyping TBA	3		3		Paper
3085	<b>Innovation and Intrapreneurship Within Organizations</b> Mr. Yonatan Feffer	3		3		paper

#### Spring Semester Courses

2680	Digital Marketing For Entrepreneurs Mr. Ofir Richman	2	1	3		Paper
3065	<b>Product Management</b> Mr. Baruch Deutsch	3		3		Paper
3417	<b>Data Science Implementation for Entrapreneurship</b> TBA This course should be 3 credits + 2 credits recitation	5	2♦ no credit	5		TBD



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

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

#### Fall Semester Courses

3066	<b>Impact Entrepreneurship</b> Dr. Jimmy Levy		3		3	Paper
3413	<b>Ed Tech Entrepreneurship</b> Mr. Oren Jackman		3		3	Paper
3414	<b>Cyber and Enterprise Software Entrepreneurship</b> Mr. Ophir Bear		3		3	Paper
3068	<b>Real Estate Entrepreneurship</b> Mr. Ziv Shor		3		3	Paper

#### Spring Semester Courses

3076	<b>Fintech Entrepreneurship</b> Mr. Lyron Wahrman		3		3	Paper
3071	<b>BioTech Entrepreneurship</b> Mr. Gilad Gome		3		3	Paper
3067	<b>Internet &amp; New Media Entrepreneurship</b> Mr. Eran Wagner		3		3	Paper
3074	<b>GreenTech &amp; CleanTech Entrepreneurship</b> Ms. Anat Tsour Segal		3		3	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 Prof. Yacov Hel-Or	3		4	Discrete Mathematics Logic and Set Theory	Exam
84	Operating Systems Dr. Haim Zlatokrilov	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 2021-22 school year): "Advanced programming" OR "Machine Learning", Third year course (will be offered in the 2022-2023 school year): "computer Networks"

**Please note**, we opened this category to allow the students to register to two courses , subject to availability, Students who choose to register to a second course it will be counted as a 3<sup>rd</sup> year CS elective.

### Fall Semester Courses

3030	Advanced Programming Dr. Ohad Fried	3	1	4	Int. to CS	Exam
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### Spring Semester Courses

3141	Machine Learning from Data Prof. Zohar Yakhini Prof. Ariel Shamir Dr. Leon Anavi	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**

**25  
(including  
the  
elective  
course)**

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

## Third Year / Entrepreneurship

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

#### Year Long Courses

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

3087	Venture Creation Capstone Project : A Mr. Jonathan Feffer	6		6		Paper
3087	Venture Creation : Acceleration Capstone Project : A Ms. Lilach Danewitz	6		6		Paper
3416	Accelerator Track Dr. Gali Einav	6		6		Paper

\*Students who participate in exchange students program will take course 3044 Final Project for exchange students on spring semester and need to add 2 credit course during the exchange.  
Same comments as noted under the Business – Entrepreneurship BA

#### Fall Semester Courses

3415	<b>Decision Making for Entrepreneurs</b> Dr. Liraz Margalit Dr. Eli Mograbi	3		3		Exam
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#### Spring Semester Courses

3090	Workshop: Ethics ADV. Melzer Roi	1		1		Paper
3091	Workshop: Dealing and Coping with Failure Dr. Lisa Law	1		1		Paper
3088	<b>Legal and Tax Aspects of Entrepreneurial Ventures</b> Mr. Pomerantz Daniel	3		3		Paper



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

2441	<b>Web applications for Entrepreneurs</b> Dr. Revital Hollander	3		3		Paper
2437	Growth Strategies - Advanced digital marketing for entrepreneurs Dr. Moshe Yonatany Mr. yair koren	3		3		Paper
2447	<b>Branding and storytelling for new ventures</b> Mr. Oded Lavie	3		3		Paper

### Spring Semester Courses

2436	Business Analysis for Entrepreneurs using Data Science Mr. Alon Oring	3		3		Paper
2442	From sales to customer success Ms Nili goldberg	3		3		Paper
2443	Value Creation and Project Management Dr. Alex Coman	3		3		Paper
3352	Digital Leadership Michal Ben David	3		3		Paper

## Third 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

644	Computability and Complexity Prof. Shay Mozes	3	1	4	Automata And Formal Languages	Exam
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### 1 of 3 compulsory courses (2nd and 3rd Year Courses)

Students that did not take "Machine Learning" or "Advance Programming" in their 2nd year must take "Computer Network" in their 3rd year.

**Please note**, we opened this category to allow the students to register to two courses , subject to availability, Students who choose to register to a second course it will be counted as a 3<sup>rd</sup> year CS elective.

### Fall Semester Course

592	Computer Networks Prof. Gadi Taubenfeld	3	1	4	Algorithms Operating Systems	Exam
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## Computer Science Elective Courses<sup>2</sup>

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

Prerequisites for each Computer Science elective course are a passing grade in all of 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 <sup>st</sup> year courses and Guidance approval	Project
3354	3D Animation with Unreal Engine Mr. Amir Yatziv	3		3		Paper
3169	Artificial intelligence and Morality Dr. Udi Boker Dr. Aviv Gaon	3		3		Paper
3559	Coding Theory ●● Dr. Elette Boyle	3		3	Algorithms	Exam
3575	Probabilistic Models for Data Analysis ●● Dr. Ilan Gronau	3		3	Algorithms, Introduction To Probability	Exam
3600	Deep Learning ●● Dr. Chaim Baskin Dr. Kfir Bar	3		3	Machine Learning from Data	Paper

<sup>2</sup> 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.

3620	Statistics and Data Analysis ●●● Prof. Zohar Yakhini	3	1	4	Machine Learning from Data Introduction To Probability	Exam
3620	Blockchain and Cryptocurrency●● Prof.. Tal Moran	3		3		Paper
3639	Recommendation Systems ●● Dr. Asnat Massica	3		3	Machine Learning from Data	Exam

### Spring Semester Courses

287	Digital Systems Construction Prof. Shimon Schocken	3		3		Exam
3125	Object Oriented Programming with C# and .NET Mr. Guy Ronen	3		3		Middle Semester Exam (date will be published )
3157	Internet of Things (IoT): Hands On Mr. Tom Zamir	3		3		Paper
3327	Numerical Optimization with Python Dr. Yonathan Mizrahi	3		3		Paper
3523	Natural Language Processing ●● Mr. Amir Choen Dr. kfir Bar	3		3	Algorithms Machine Learning from Data	Paper
3655	Unsupervised Learning Methods ●● Dr. Or Yair	3		3	Machine Learning from Data Introduction To Probability	Paper

3676	Advanced Statistics●● Dr. Alon Kipnis	3	3	Calculus II Linear Algebra Introduction To Probability  Register only with lecturer approval	Exam
3684	Advanced topics in Machine Learning ●● Dr. Leon Anavy	3	3	Machine Learning from Data	Paper

**Total Credits** **26**

- ▲ 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.** ("Ingame Workshop" (3134) and "Guided Field Project-Media Innovation Lab" (3120) Are considered guided projects)
- 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.

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 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).