

LIVE IN ISRAEL, STUDY IN ENGLISH

UNDERGRADUATE DEGREE PROGRAMS

2026-2027



RAPHAEL RECANATI INTERNATIONAL SCHOOL

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REICHMAN UNIVERSITY FAST FACTS

There are over **8,500** students at Reichman University and over **2,500** students at the Raphael Recanati International School. Students from **90+** countries make up 1/3 of the Reichman University student body.



Established in 1994
by President and Founder
Prof. Uriel Reichman



Over **40,000**
graduates worldwide



Israel's first and only
private university



The Adelson School of Entrepreneurship
is the first school in Israel to award a
full academic degree
in entrepreneurship



Over **3,200** positions
are posted through the Career
Center yearly



Over **1,200**
companies founded by Reichman
University alumni worldwide



Ranked **No. 1** in Israel for our
support for **IDF reservists**



Over **48** research institutes
[www.runi.ac.il/en/
research-institutes/](http://www.runi.ac.il/en/research-institutes/)



More than **120** exchange
programs with leading universities
around the world



Ranked **No. 1**
in **student satisfaction** in Israel



22 unicorns founded by
Reichman University alumni



Over **400** lone soldiers
studying for full degrees



Reichman University operates a **radio station**
at frequency 106.2 FM, where students from all schools broadcast in both
Hebrew and English <https://1062fm.co.il/en/>

**REICHMAN UNIVERSITY:
THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL**



OUR UNDERGRADUATE DEGREES

SINGLE MAJOR

1 BUSINESS
ADMINISTRATION

2 COMMUNICATION

3 PSYCHOLOGY

4 GOVERNMENT

5 COMPUTER
SCIENCE (BSC)

DOUBLE MAJOR

6 BUSINESS
ADMINISTRATION
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7 ECONOMICS AND
ENTREPRENEURSHIP
WITH DATA SCIENCE

8 ENTREPRENEURSHIP
(BA) AND COMPUTER
SCIENCE (BSC)

9 ENTREPRENEURSHIP
AND BUSINESS
ADMINISTRATION (BA)



PROF. URIEL REICHMAN

Founding President and Chairman of the Board of Directors, Reichman University

FREEDOM AND RESPONSIBILITY

We believe that future leaders should be trained to cope with the 21st century's challenges. This will ensure that the waves of change carry you forward, and do not bring you down. To our alumni, I say: Go out and fulfill your aspirations. But remember that, as you succeed, you have a responsibility to those who cannot help themselves, as well as to our society and country. Alongside personal freedom, there is social responsibility.

Dear Prospective Students,

As you embark on your journey to find the perfect academic institution for your chosen career, I am excited for the opportunity to introduce you to Reichman University.

Reichman University was founded on the belief that education should be about more than just academic achievement. It should also be about personal fulfillment and the best possible preparation for your future career, all under the motto of liberty and responsibility. Our goal is to provide you with a top-notch academic education that prepares you for a successful future.

At Reichman University, we go beyond traditional academic education and believe that interdisciplinary studies are essential to prepare our students for the global workforce. We aim to be a vanguard in the different academic disciplines we teach, combining academic excellence with a practical approach.

As such, we offer a multidisciplinary education that allows our students to develop a range of skills and perspectives, enabling them to tackle complex problems and contribute to society. Our student body comes from all over the world, creating a diverse and inclusive learning environment that fosters cross-cultural understanding and collaboration.

We are also deeply committed to our community and heritage and are looking for ways to make a positive impact on the world around us. Whether it's through research that addresses real-world problems or by educating the 21st century's next leaders, we are dedicated to making a difference.

At Reichman University, we are committed to innovation in research and teaching. Our research centers, labs, and institutes focus on cutting-edge fields and strive to make significant contributions to knowledge creation and transfer. We also emphasize innovative teaching methodologies, incorporating new technologies and teaching practices to provide our students with an engaging and dynamic learning experience.

We prioritize academic excellence and critical thinking, and believe that now, more than ever, education should empower students to explore and question the world around them, enabling them to become informed and active citizens.

We are confident that our approach will prepare you to become leaders and agents of positive change in society, and we invite you to join us in our mission.

Sincerely,

PROF. BOAZ GANOR

President, Reichman University



ODUI RECANATI

Chancellor
Reichman University



At the beginning of each academic year, I am always amazed to see our freshman students, who hail from over 90 countries, enter the Raphael Recanati International School, filled with promise and ambition. Three years later, I have the pleasure of hosting these students at our home, where I am equally amazed by the growth and maturity they exhibit, their knowledge of Israel and its history, and their understanding of the miracle of the Zionist dream. These young men and women are the future leaders of Israel and of the Diaspora, endowed with the tools and knowledge to excel wherever life takes them.

I feel very fortunate to be part of this outstanding academic institution, which fills me with pride and hope for the future of Israel and the continuity of the Jewish people.

RAPHAEL RECANATI

(1924–1999)



Raphael Recanati, after whom Reichman University's Raphael Recanati International School is named, was the founder and chairman of the Overseas Shipholding Group and chairman of the Israel Discount Bank from 1982 to 1986. He and his brothers, Danny and Jacques, founded the IDB Group and continued to develop it until his passing in 1999.

All three brothers were instrumental in developing industry, transportation, high-tech, and the financial sector in Israel, with the goal of growing businesses that were in the interest of the struggling new nation headed by David Ben-Gurion and Minister of Finance Pinchas Sapir. Born in Salonika (now Thessaloniki), Greece, Raphael Recanati immigrated to Israel with his family in 1935 and later joined the Palmach and the Haganah. He served as an emissary in Egypt during Aliyah Bet (clandestine immigration).

Throughout his lifetime, Raphael Recanati proved to be a steadfast philanthropist in the areas of medicine, education, and culture. This included contributing substantially to the development of Rabin Medical Center, Tel Aviv University School of Business, Ben-Gurion University School of Nursing, and other institutions throughout Israel. In the United States, known beneficiaries of his generosity include the Beth Israel Medical Center, the Recanati/Miller Transplantation Institute at Mount Sinai Hospital, and the UJA Federation of New York, among many others. Raphael Recanati was survived by his wife Dina z"l (born Hettena) and two sons: Michael, who passed away in 2015, and Oudi.

AN INVITATION FROM THE HEAD OF THE SCHOOL

JONATHAN DAVIS

Vice President of External
Relations
Head, Raphael Recanati
International School



Throughout the past year, Reichman University has achieved remarkable distinctions, earning first place in two prominent national surveys. Our university proudly stands at the forefront in the State of Israel, leading all universities and colleges in terms of student satisfaction. Additionally, in another survey, we secured the top spot in the country for our exceptional support for reservists, many of whom have bravely served in defense of our beloved nation. Furthermore, in a survey conducted by Pitchbook, Reichman University earned the esteemed rank of sixth in the world for excellence in entrepreneurship in universities for less than 15,000 students.

At the heart of our institution lies the Raphael Recanati International School, where academic excellence, entrepreneurship, and tender love and care converge under the guidance of our dedicated staff. With unwavering commitment, our team stands ready to support our students through every challenge and triumph. Home to 2,500 international students hailing from 90 different countries, we proudly claim the title of the largest international university in the State of Israel. The rich tapestry of interactions, networking opportunities, and interpersonal relationships cultivated here adds immeasurable value to the educational experience.

Our professors, who are graduates of renowned universities worldwide, impart the finest undergraduate and graduate academic skills. They embrace an open-door policy, recognizing each student as a valued partner in the pursuit of knowledge and growth.

Embedded within our mission statement are humanistic Zionist values rooted in a steadfast commitment to the principles outlined in our Declaration of Independence. We stand unwavering in our support of the Jewish and Democratic State of Israel, guided by the belief that it is a nation forged "by the people, for the people, with the minority in mind." These values echo the enduring legacy of visionary leaders such as Herzl, Jabotinsky, Ben Gurion, and Menachem Begin.

Embark on a captivating journey with us – one that equips you with the tools necessary for a successful future and empowers you to hit the ground running upon graduation. Welcome aboard, and we eagerly anticipate your presence on our campus.



STUDENT SERVICES AND BENEFITS

At Reichman University, students are at the heart of everything we do. From enrollment through graduation, they receive ongoing support and guidance to help them thrive academically and personally, and ensure a smooth transition into the job market. We prioritize direct and meaningful communication, offering our students personalized attention, high-quality services, and state-of-the-art teaching facilities. With an open-door policy and a strong commitment to student success, our faculty and staff are always accessible, providing the tools and resources students need at every stage of their academic journey.

● PEER COUNSELORS

Some of Reichman University's distinguishing characteristics include the personal attention afforded to students and the family atmosphere on campus. As part of this, first-year students are assigned a peer counselor, a second- or third-year Israeli student, who is tasked with helping them acculturate to Reichman University and Israel. The peer counselor's role is to provide a "soft landing" and accompany the new students throughout their first year of studies. Besides offering academic guidance and personal and social support to the students, the peer counselors assist them with their absorption in Israel and help bridge the multi-cultural gaps.

● ORIENTATION WEEK

One of Reichman University's most innovative and important services is a week-long orientation for first-year students. Orientation Week is designed to make students' entry into the academic environment as smooth as possible. The orientation program allows new students to meet one another, get acquainted with the academic and administrative staff, check out the campus facilities, and engage in lectures and discussions. It includes various social activities, informational sessions regarding administration, the use of campus facilities, and a full-day excursion that is pure fun!

Participation in Orientation Week is mandatory for all first-year students.

● THE STUDENT UNION

This body represents all students at Reichman University and comprises hundreds of student volunteers. Its activities focus on three main levels: handling and representing students in academic matters, ensuring the welfare of students on campus, and promoting student initiatives and projects. Among other things, the Student Union includes dozens of social and professional clubs created to benefit students on campus.

Among the services offered by the Student Union are: assistance in dealing with academic problems for reservists, representatives, and coordinators of the different tracks; a delegation to Poland for Hebrew and English speakers; representation in university disciplinary committees; an enriching network; scholarships and administrative services; production of some of the largest cultural events in these students' world; promoting the environment and sustainability; ongoing welfare; lending calculators and a dictionary and more.

● DEAN OF STUDENTS

Dr. Adi Kol, the Dean of Students, deals with various general and personal problems students may face, working to solve them in the best possible way. The Dean is responsible, among other things, for scholarships for Israelis; students with learning disabilities, and other populations with special needs; caring for and assisting students serving in the reserves in maintaining their rights throughout their studies; psychological services; the Center for Accessibility and Fostering Study Skills; addressing students' personal problems (rather than academic problems); social activities; and involvement and contribution to the community, through a variety of projects in various fields.

● THE LEAH AND ITZHAK SHECHTER CENTER FOR PSYCHOLOGICAL COUNSELING SERVICES

The Reichman University Psychological Counseling Service is designed to promote students' health and well-being. Resident psychologists provide professional, individualized counseling in both scholastic and personal matters—from problems related to social integration and learning disabilities to personal conflicts and crises. All counseling is kept strictly confidential. We also refer to outside resources if more specialized/prolonged treatments are needed.

For more information:

<https://www.runi.ac.il/en/students/dean/psy-service/>

● THE LEA AND NAFTALI BEN-YEHUDA ACCESSIBILITY & STUDY SKILLS CENTER

The Lea and Naftali Ben-Yehuda Accessibility & Study Skill Center assists students recognized by the Dean of Students as having learning challenges, attention deficit disorders, physical, emotional, sensory, or cognitive disabilities, or temporary or permanent medical issues that have functional repercussions on their studies.

Academic learning strategies:

1. Learning how to learn - free modular training units developed specifically for students at Reichman University
2. Teaching learning skills - one on one
3. Academic accessibility counseling - one on one

Accommodations and accessibility due to medical disabilities: Every student can receive the accommodation they need. Applications are to be submitted by the date advertised on the [web page](#) and in student announcements. We recommend applying as soon as possible.

Students are most welcome to join activities during the semester.

You can read more information on our website:

<https://www.runi.ac.il/en/students/accessibility>

For more, please refer to our web page, send an email to negishut@runi.ac.il or call us on +972-9-9602738.

● CAREER CENTER

The Career Center strives to guide and prepare students to enter the working world and help them navigate their career paths and find employment opportunities through counseling, placement, and informational services. The Center's services are tailored to meet students' and graduates' specific needs and challenges in each of Reichman University's schools, according to their relevant markets.

These services include personal career counseling and assistance (including one-on-one LinkedIn sessions), introducing AI-relevant tools, lectures and workshops on job-seeking strategies, resume enhancement, interview prep, etc. In addition, the Career Center provides recruitment and networking opportunities such as job fairs, career weeks, and potential employer meetings. The Career Center also maintains an updated list of hundreds of job openings in Israel for students and graduates.

For more information:

<https://www.runi.ac.il/en/career-center>

<https://www.facebook.com/groups/710557439037233/>

<https://www.linkedin.com/groups/1862147/>

● RUNI VENTURES

RUNI Ventures is an early-stage VC fund affiliated with Reichman University (RUNI), recognized as one of the top VCs in Israel in 2024.

The fund invests pre-seed funds in exceptional teams building remarkable tech companies across various sectors, focusing on vertical AI, enterprise software, and data.

As a university-backed VC, the fund has exclusive access to Reichman University's innovation labs, venture creation programs, accelerators, and Israel's only entrepreneurship school (ASE).

RUNI Ventures backs and supports portfolio companies by providing them with unmatched resources to scale, including:

- Support from accomplished professors, domain experts, and serial entrepreneurs
- Professional recruitment services for interns and employees
- A co-working space in the vibrant city of Herzliya
- Exclusive access to our global network of partners, investors, and alumni
- An ultimate package of business, legal, and financial services

RUNI Ventures also operates the "RUNI Founders Club" - a global community of Israeli startup founders.

www.runiventures.com



SCHOLARSHIPS

Various scholarships and loan opportunities are available to Raphael Recanati International School students. Scholarships are awarded based on the candidate's background and/or status in Israel.

● RAPHAEL RECANATI INTERNATIONAL SCHOOL SCHOLARSHIPS

RRIS NEEDS-BASED SCHOLARSHIPS

The school provides scholarships based on financial need. Applicants must complete the online application form:

<https://www.runi.ac.il/en/schools/rris/admissions/undergraduate-admissions/financial-aid-and-scholarships/>

This form can be accessed with a student number, which applicants receive after they've been accepted to the school. Applicants are required to provide all the required information and documentation.

Only forms that have been completed in full will be considered. Please note that scholarship recipients who withdraw during the academic year will be required to return all or part of the funds awarded. Students who receive a scholarship are expected to perform 30 hours of community service over the course of the academic year (on- or off-campus) through one of the many organizations that cooperate with the RRIS.

MERIT SCHOLARSHIPS

The RRIS awards excellent students with merit scholarships based on their previous academic performance. Students do not apply for this scholarship—the RRIS Admissions Office will notify you if relevant. Students who receive a merit scholarship are expected to perform 40 hours of community service over the course of the academic year.

● STUDENT AID FOR US CITIZENS

FAFSA AND SALLIE MAE LOANS

US citizens are eligible to apply for FAFSA Stafford loans (as part of the Direct Loans Programs) and/or Sallie Mae loans. The deadline to apply for loans for the 2026–2027 academic year is **April 1st, 2027**. Our school code is **G40703**.

School name: Raphael Recanati International School.

For further information and to start the process, please email Rina Haller in our US office: rina@aforu.org.

● STUDENT AID FOR CANADIANS

SAP (STUDENTS ASSISTANCE PROGRAM)

Canadian students from all provinces interested in loans and grants from the Canadian Government can find information online at:

<https://www.canada.ca/en/services/benefits/education/student-aid.html>

● MASA SCHOLARSHIPS

Masa is the global leader in immersive international career development and leadership experiences in Israel for young Jewish adults from around the world. Through a variety of long-term programs in Israel, Masa provides meaningful, enriching experiences to young Jews from various countries, backgrounds, levels of education, and fields.

Jewish tourists between the ages of 18–30 who have not been to Israel on a prior long-term program are eligible for grants and scholarships through the Masa Project. Please note: Masa is an independent initiative, and therefore, its criteria for evaluating funding requests may differ from those used to evaluate requests for Raphael Recanati International School scholarships. Once you make Aliyah, you are not eligible for this grant, so please check this out before making Aliyah!

More information and application forms at:

www.masaisrael.org

● OTHER SCHOLARSHIP OPPORTUNITIES

Various sources in the Jewish and general communities provide financial aid and scholarships to students pursuing academic degrees in Israel. We recommend that applicants check with their communities, non-profit organizations, and local Jewish federations and schools about the availability of such scholarships and their criteria. Many countries also have government-sponsored loan programs for students. Check with local government representatives for details.

See the following list for some of the many organizations that offer scholarships based on various criteria.

STUDENT AUTHORITY GRANT FOR OLIM

New immigrants can receive financial aid if they meet the criteria.

For more information:

https://www.gov.il/en/departments/topics/student_authority

FRIENDS OF THE IDF SCHOLARSHIP PROGRAM IMPACT

For IDF combat or combat-support veterans:

<https://fidfimpact.org/> (Hebrew)

HESEG FOUNDATION FOR FORMER LONE SOLDIERS

[HESEG Foundation](#) | [A philanthropic foundation](#) |

[Rothschild Boulevard 46, Tel Aviv-Yafo, Israel](#) (Hebrew)

MI-MADIM LE-LIMUDIM

www.hachvana.mod.gov.il

The Ministry of Defense's scholarship for released oleh/combat/lone soldiers. Applications are only open during the academic year. The scholarship is paid against presented tuition receipts.

JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)

www.jewishfederations.org

TELFED

Scholarship for students from South Africa. Contact the Jewish community of South Africa: www.telfed.org.il

PERACH

www.perach.org.il/Perach-a-National-program-for-social-impact

For full details about scholarships:

<https://www.runi.ac.il/en/schools/rris/admissions/undergraduate-admissions/financial-aid-and-scholarships/>

For other scholarship possibilities, contact our Financial Aid Department: rris.financialaid@runi.ac.il

ON-CAMPUS DORMITORIES

Reichman University students can enjoy a high standard of living in 750 fully-equipped residential units located in three 12-story towers on the Reichman University campus. The apartments are fully furnished to accommodate all the residents' needs. Each unit has heating and air conditioning, a private bathroom with a shower, a living area, and a kitchen equipped with a refrigerator, microwave, electric stovetop, and kettle. Each room has a TV, HOT cable, and WiFi. In addition, there are common laundry rooms with washing machines and dryers in each building.

The housing fee includes cable, WiFi throughout the entire building, municipality fees, maintenance, gardening, cleaning of shared areas, and security. It does not include electricity, cooling, or water.

The dormitory towers were planned and designed to meet green building standards. All floors have study areas that allow students to focus on their studies and maintain a vibrant social life. Skilled and experienced professional staff members maintain the dormitories and are available to the students on a daily basis. Security services operate 24/7.

In addition to the on-campus towers, there is also an option for apartments of four roommates with shared facilities, located just outside the campus.

Students can register online to live in Reichman University's dormitories. Once they confirm that they'll be attending Reichman University, they receive an email inviting them to register for the dorms by filling out a questionnaire and paying a \$100 USD registration fee.

For more information:

<https://www.runi.ac.il/en/students/dormitories/>

Please email any questions about the dorms to:

dorms@runi.ac.il

(Office hours: Sun-Thurs, 8:00 AM-4:00 PM)

THE CITY OF HERZLIYA

Reichman University is located in Herzliya, a city 10 kilometers north of Tel Aviv, along the Mediterranean coast. Herzliya is an ideal area for students, as it is located in the center of the country and has both train and bus services to all areas of Israel. The Reichman University campus is in a residential neighborhood with leafy, quiet streets and all the required amenities. Herzliya has malls, restaurants and pubs, concert halls, a downtown outdoor street mall with cafes and shops, parks and recreational facilities including jogging and bicycle paths, and, of course, a beautiful white-sand beach.

For more information:

www.herzliya.muni.il





SPECIAL PROGRAMS

● REICHMAN UNIVERSITY MILAB

The Reichman University Media Innovation Lab (milab) in the Sammy Ofer School of Communication is an academic research and prototyping lab that explores the future of human-computer interaction. Key research areas include social robots, tangible interfaces, mobile and wearable computing, ethics, UX/UI design, learning technologies, and biological interfaces. We work in interdisciplinary project teams that include experts in interactive media, computer science, design, and psychology. This enables our students to deal with complex challenges from different angles and perspectives. We focus on the relationship between digital technology and physical interaction, and are committed to keeping the human experience at the core of our innovation process.

At milab, we work closely with strategic industry sponsors and international research centers in the human-centered computing and media technology domains. Throughout the year, we conduct several joint projects with leading research laboratories around the world, among them the Media Lab at the Massachusetts Institute of Technology (MIT).

Milab also runs a unique MA degree in Human-Computer Interaction (HCI), the first of its kind in Israel.

For more information:

www.runi.ac.il/en/research-institutes/communication/milab/



● THE ZELL ENTREPRENEURSHIP PROGRAM

The Zell Entrepreneurship Program is a venture creation initiative for exceptional individuals to help shape Israel's next generation of business leaders. During the transformative year-long program, participants develop a business venture from concept to launch and boost their personal and professional development. The program combines a multidisciplinary approach and embodies a 'learning by doing' ethos, enabling participants to develop skills while creating their own startups.

Admission criteria for the Zell Entrepreneurship Program include demonstrated leadership ability, high academic standing, and experience in or familiarity with business or social entrepreneurship. Each year, the faculty selects 16-20 outstanding individuals out of hundreds of applicants. Nearly all Zell fellows have completed their undergraduate academic duties or are in their final year of graduate studies and are interested in extending their studies to participate in the Zell program.

Upon graduation, participants should have launched a venture, become a part of an international and local support network, and developed the confidence, resources, and mentorship needed to obtain their highest personal and professional development goals. The Zell journey is a lifelong commitment, extending beyond the program through the Zell alumni organization, which is dedicated to supporting alumni in their continuous personal and professional development.

The program was established thanks to a generous contribution from the late world-renowned entrepreneur Sam Zell. Over the past 24 years, Zell alumni have established over 170 companies, of which more than 70 are currently active. Over 30 companies have been acquired, and 5 have become listed companies. Collectively, these companies have raised \$5.7 billion and created 7,000 new jobs.

For more information:

www.runi.ac.il/en/special-programs/zell

The Zell Entrepreneurship Program



● THE ARGOV FELLOWS PROGRAM IN LEADERSHIP AND DIPLOMACY

Building on the legacy of former Israeli Ambassador Shlomo Argov z"l, the Argov Fellows Program acts as a leadership accelerator to prepare exceptional students from all Reichman University schools for future leadership positions in a wide range of fields, in Israel and overseas. The program accepts around 20 students from all Reichman University degree programs in their final year of studies. (It is also possible to participate in the program the year after completing a bachelor's degree.)

Through its challenging interdisciplinary curriculum, the Argov Program strives to give students the knowledge, tools, and skills needed to meet the many challenges Israel faces within the global arena. Conducted entirely in English, it combines academic training, practical skills workshops, and extensive experiential learning. The program's unique curriculum includes courses, seminars, and workshops by leading academic and professional experts from Israel and around the world, taught exclusively to Argov Fellows.

Students also participate in study tours to Europe, the United States, Taiwan, and throughout Israel. The fellowship year concludes with a public presentation of capstone group policy projects, in which the fellows propose their solutions to major policy challenges facing Israel and the Jewish people.

Upon graduation, fellows become members of the Argov Alumni Association. As the program enters its 20th year, over 400 Argov alumni are already making a difference around the world. Many of the program's graduates have gone on to participate in prestigious fellowship programs (such as Rhodes and Chevening), complete graduate programs at leading universities around the world, and hold key positions in the public, private, and nonprofit sectors, worldwide.

For more information:

www.runi.ac.il/en/special-programs/argov

● PUBLIC DIPLOMACY PROGRAM

The Public Diplomacy program is a first-of-its-kind honors program, combining high-quality, diverse, and innovative academic content with advanced practical training in the field of 21st century public diplomacy. Jointly offered by the Sammy Ofer School of Communication, the Lauder School of Government, the Abba Eban Institute for International Diplomacy, and the Act-IL initiative, the program provides third-year students with the opportunity to learn from leading scholars and senior professionals in public diplomacy from both Israel and abroad.

Under the leadership of Prof. Moran Yarchi, it integrates content from government, communication, and marketing courses to give students an in-depth understanding of the interdisciplinary diplomatic landscape and equip them with the skills to navigate the challenges of today's Information Age.

Each year, the program welcomes some 20 honors students (both Israeli and international). In addition to extensive academic knowledge, the program offers various workshops that introduce students to practical tools for content creation, message promotion, and shaping public opinion in the digital age. A unique internship opportunity at Act-IL allows students to apply these tools in a real-world setting. Act-IL harnesses the power of communities to respond to antisemitism and anti-Israel expressions on social media, teaching students systematic crowdsource methods and effective online activism.

The Public Diplomacy Program works in collaboration with the Abba Eban Institute for International Diplomacy at Reichman University, led by Amb. Mark Regev. This collaboration provides students with invaluable exposure to experts from the fields of business, media, civil society, and government, who not only share their know-how during hands-on workshops, but also create incredible networking opportunities for the students.

Taught entirely in English, the year-long Public Diplomacy Program ensures students receive a comprehensive and immersive educational experience.

For more information: www.runi.ac.il/en/special-programs/pd

● THE SHINE WEALTH PRESERVATION WORKSHOP

A Premier Gateway into the World of Private Wealth Management

The Shine Wealth Preservation Workshop is a pioneering program designed to introduce outstanding students to the complex legal, financial, and interpersonal dimensions of private wealth management. Spearheaded by Dr. Ramon Feldbrin and partners from the prestigious Michael Shine & Partners law firm and its affiliated family office, this first-of-its-kind workshop offers a select group of students from the Harry Radzyner Law School and the Raphael Recanati International School a rare opportunity to gain both theoretical insight and hands-on experience in this rapidly growing field. Participants explore essential wealth preservation strategies through engaging lectures, dynamic discussions led by leading experts, and immersive case studies. Core topics include family office operations, intergenerational succession planning, asset protection, private trusts, jurisdictional complexities, strategic tax optimization, and investment advisory services. The workshop is an exceptional platform for building a robust professional networking and developing key interpersonal and advisory skills, providing students with a strong foundation for their future careers.

For more information: ramon.feldbrin@runi.ac.il

RAPHAEL RECANATI INTERNATIONAL SCHOOL



Ethel & Leonard Tigay Orientation Trip to the Negev for more than 500 new students.
Funding for this trip was provided by the Ethel and Leonard Tigay Family Cultural Education Program.





THE RRIS GLOBAL VILLAGE 2025-2026

30% OF THE STUDENT POPULATION
AT REICHMAN UNIVERSITY ARE
INTERNATIONAL STUDENTS.

RRIS IS THE LARGEST ACADEMIC
ABSORPTION CENTER IN ISRAEL.

31%
NORTH AMERICA

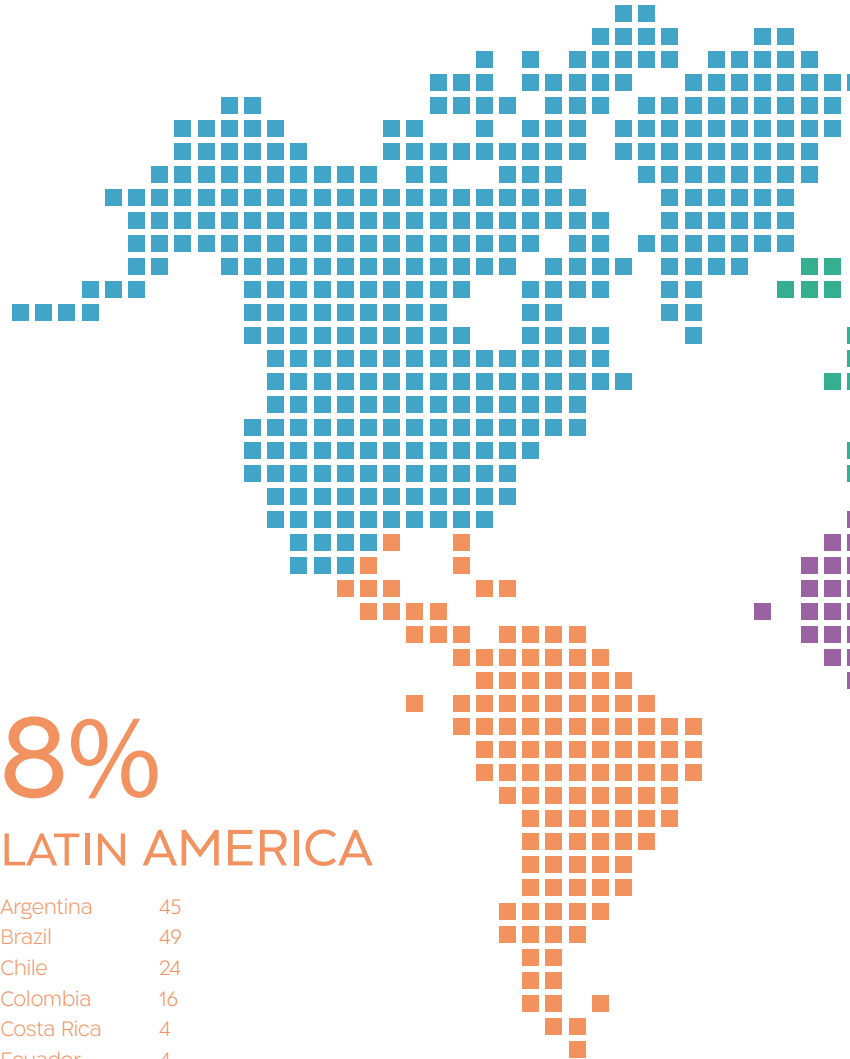
Canada 85
USA 799

884

8%
LATIN AMERICA

Argentina	45
Brazil	49
Chile	24
Colombia	16
Costa Rica	4
Ecuador	4
El Salvador	1
Guatemala	3
Honduras	1
Mexico	24
Panama	21
Paraguay	7
Peru	3
Uruguay	12
Venezuela	32

246



24%
EUROPE

Austria	11	Greece	1	Portugal	3
Azerbaijan	2	Hungary	1	Romania	3
Belgium	40	Italy	59	Russia	88
Belarus	5	Kazakhstan	1	Serbia	2
Bulgaria	1	Latvia	1	Slovakia	1
Cyprus	1	Lithuania	1	Spain	24
Czech Republic	2	Luxembourg	1	Sweden	4
Denmark	3	Macedonia	1	Switzerland	36
Finland	1	Monaco	1	UK	99
France	166	Netherlands	36	Ukraine	19
Georgia	2	Norway	6	Uzbekistan	4
Germany	52	Poland	3		

681

2%
ASIA & OCEANIA

Australia	29
Cambodia	1
China	9
Hong Kong	4
India	7
Indonesia	1
Japan	1
New Zealand	1
Philippines	3
Singapore	3
South Korea	3
Sri Lanka	2
Thailand	2
Vietnam	1

67

5%
AFRICA

Ethiopia	4
Kenya	2
Liberia	2
Nigeria	1
Seychelles	1
South Africa	122
South Sudan	3
Tanzania	1
Zimbabwe	1

137

30%
ISRAEL &
THE MIDDLE
EAST

Israel	862
Morocco	3
Turkey	14
United Arab Emirates	1

880

SOCIAL & CULTURAL LIFE AT REICHMAN UNIVERSITY



North Trip



MASA Yom HaZikaron Ceremony



October 7th Sites Tour

The Raphael Recanati International School (RRIS) offers a wide variety of social and cultural activities to enrich student life on campus. All events are held in English, and most are open to students in the Hebrew tracks, to encourage integration between the Israeli and International students.

● FALL SEMESTER

- ➔ Orientation Trip to the South of Israel
- ➔ Delegation to Poland
- ➔ Ambassadors' Club
- ➔ Content Shapers Workshop
- ➔ DJ Workshop
- ➔ Hannukah Candle Lighting Reception
- ➔ Jerusalem Hannukah Tour
- ➔ Tzahal 101 Information Session
- ➔ Exam Preparation Session for First Year Students



Hannukah Jerusalem Tour



Tazuz on Campus

● YEAR-LONG ACTIVITIES

- Israel Culture Tours
- Shabbat Dinners on Campus*
- Kayak Club
- Sports Activities on Campus
- Jewish & Israeli Holiday Celebrations*
- Debate Team
- International Model UN Club
- Entrepreneurship Club
- Chess Club
- Music Club
- Reichman University Dance Troupe
- Reichman University Band
- Reichman University Choir
- Reichman University Sports Units: Soccer, Basketball, etc.
- Daily Shacharit/Mincha/Maariv on Campus*
(Organized by an active WhatsApp Prayer/Davening group)
- Regular Gemara and other Shiurim*

* In collaboration with OU-JLIC

● SPRING SEMESTER

- Purim Megillah Reading*
- International Festival
- North Trip
- RUNI Idol Live
- Yad VaShem Tour
- Israel's Memorial Day Ceremony
- Lag B'Omer Event*
- Aliyah Information Session
- Shavuot Learning & Celebrations*



International Festival



● VISA & STATUS ASSISTANCE

Students are responsible for clarifying and establishing their status in Israel, and are welcome to turn to the Raphael Recanati International School staff for advice and assistance. Before commencing studies, all students must clarify their status and eligibility for a student visa (A-2) or Israeli citizenship with the Israeli embassy or consulate in their country of origin.

A student visa should be obtained in advance, in the student's country of origin. International students who are children of an Israeli parent must settle all matters, such as whether they must obtain an Israeli passport and deferment of military service, with the nearest Israeli embassy or consulate.

For students considering making Aliyah (immigrating to Israel): <https://www.jewishagency.org/aliyah/>, or from North America www.nbn.org.il

● HEALTH INSURANCE

All Reichman University students are required to have comprehensive health insurance coverage throughout the entire period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee, in accordance with the country's health insurance legislation. International students who are not covered by Israel's national health insurance (Bituach Leumi) should purchase their own health insurance policy to cover their medical needs while in Israel or purchase the **UMS HAREL YEDIDIM** insurance policy for international students, offered by Reichman University.

Our special arrangement with HAREL YEDIDIM insurance company provides comprehensive health coverage for 4,970 NIS* per academic year, charged at the beginning of each year.

In order to have continuous coverage, the policy is automatically renewed from one academic year to the next until the scheduled end of the program, unless a student notifies the school that they wish to cancel in writing.

**Rates are subject to change according to insurance company rate fluctuations.*

● LEARNING HEBREW - ULPAN

Hebrew is offered to RRIS students as an elective course for credit. Interested students take a placement test and are put into appropriate classes based on their test results. Classes are designed to help students feel comfortable speaking Hebrew.

In addition, Reichman University offers a five-week intensive summer Hebrew Ulpan, which allows Reichman University students to learn Hebrew during the summer vacation.

The Ulpan is run in conjunction with the Ministry of Education and the Ministry of Aliyah and Integration, and offers five levels of intensive Hebrew instruction. Please note that **summer** Ulpan students are responsible for their own accommodation.

For more information:

<https://www.runi.ac.il/en/schools/rris/resources-services/summer-hebrew-ulpan/>



STUDENT EXCHANGE PROGRAMS

The Raphael Recanati International School prepares students to play a role in global affairs. Reichman University offers exchange programs to its outstanding students at some of the world's leading universities and, in turn, hosts students from these universities on our Herzliya campus.

Students enrolled in these exchange programs only pay tuition to their home universities.

Reichman University has over 120 Student Exchange Agreements with academic institutions worldwide, some of which are listed below:

COUNTRY	UNIVERSITY
Austria	Vienna University of Economics and Business Lauder Business School University of Innsbruck WU (Vienna University of Economics and Business)
Brazil	Pontifical Catholic University Rio (PUC) FGV Brazil
Canada	St. Francis Xavier University
China	Nottingham University (Ningbo Campus)
Croatia	Zagreb School of Economics and Management
Czech Republic	Charles University Masaryk University
Denmark	Copenhagen Business School
France	Audencia Business School Dauphine University Paris Sciences Po Paris
Germany	Berlin School of Economics and Law (HWR) ISG - International Business School in France University of Bonn University of Konstanz Ludwig Maximilians University (LMU) Mannheim University TU Munich
India	O. P. Jindal Global University (JGU)

COUNTRY	UNIVERSITY
Italy	Bocconi University LUISS University
Mexico	Anahuac University Mexico Tecnologico de Monterrey
Portugal	Universidade Catolica de Lisboa
Singapore	National University of Singapore (NUS) Singapore Management University (SMU)
Spain	CEU Barcelona CEU Madrid
Sweden	Stockholm University
Switzerland	Franklin University Switzerland Zurich University of Applied Sciences (ZHAW)
Thailand	University of Chulalongkorn
UK	Leeds University Richmond University London University of Birmingham
USA	George Washington University Washington University in St. Louis Emory University Berkeley University (only for economics) Yeshiva University in New York
Uruguay	University of Montevideo
Vietnam	RMIT (Vietnam campus)

For a full list of our partner institutions, please see: [partnership-list-document-2025.pdf](#)

STUDY ABROAD PROGRAM

ONE SEMESTER / ONE YEAR

We offer top-tier academic courses, taught entirely in English. Your coursework may count towards your home institution's major, minor, or elective requirements. As a Study Abroad student, you can choose courses from all of Reichman University's schools, except for the Efi Arazi School of Computer Science, entrepreneurship courses, seminars, honors classes, and workshops. You'll have the flexibility to create a customized schedule aligned with your academic goals and personal interests.



ENVISIONING THE FUTURE

The University is committed to promoting innovation, accessibility, and excellence in the technological era, and works to cultivate an advanced, engaging, and accessible learning environment that addresses the needs of the 21st century.

As part of the advanced academic experience we offer, a laptop is a central tool for effective learning. It provides convenient access to academic resources and enables full participation in all aspects of academic training, including attending certain classes, completing assignments, taking computerized examinations, and continuing learning during non-routine periods.

Accordingly, and in line with university policy, as of the 2026–2027 academic year, all new students are expected to obtain a functional and properly working laptop computer. This is intended to enable full engagement with the academic experience and to ensure proper participation in all academic activities throughout the course of study.

● GOOGLE AND REICHMAN TECH SCHOOL

Launched in 2022, the Google and Reichman University Tech School was established to collaboratively advance Israel's high-tech industry. The school merges Reichman University's academic excellence with Google's technological innovation to offer state-of-the-art training for the next generation of professionals. With academically supervised courses, the school is committed to developing talents from all segments of Israeli society, empowering them to become the future technology leaders of the artificial intelligence era.

● INNOVATION CENTER

The world's accelerated revolution in the fields of science and technology requires up-to-date and innovative academic frameworks that train students to face the changing reality. As part of the new multifaceted approach, an interdisciplinary technological and scientific research center has been established at our university's core, bringing together researchers and experts from various fields of knowledge under one roof and serving as fertile ground for unique creativity.

The joint work of researchers at the Innovation Center, led by Prof. Noam Lemelstrich-Latar, answers the need to reshape the social sciences field, encouraging entrepreneurship and innovation among students to respond to existing or future needs in society and industry. As part of the Innovation Center, students work on applied projects with those specializing in other fields and with industry partners. The Innovation Center led Reichman University to embark on research in life sciences with the establishment of the Scojen Institute for Synthetic Biology, led by Prof. Yosi Shachar Diamand, to become a part of the new Dina Recanati Medical School.



Nicolas Embon

Argentina

Entrepreneurship & Business Administration

"What I love most about Reichman is the international community — I've made friends from all over the world and built valuable connections. Studying Entrepreneurship & Business here has given me the tools and inspiration to chase my dream of opening my own business. It's been a game-changing experience, both personally and professionally."



Camille Sharon

Kenya

Economics & Entrepreneurship with Data Science

"RRIS is filled with opportunities, often too many to choose from. It is an amazing place to make connections, both socially and professionally. This university is not just about the classes; it's the whole experience."



Our Students



Nomi Caplan

UK

Business Administration & Economics

"My experience at RRIS has been very positive. The professors are always willing to help, and the international community means I get to meet people with very unique backgrounds. I truly feel supported here, both in and out of the classroom."

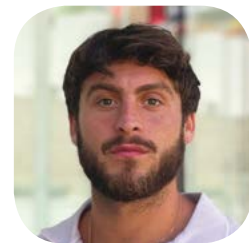


Elizaveta Khanan

Georgia

Computer Science

"RRIS has given me the chance to study what I love in a language I'm comfortable with, while feeling supported by inspiring faculty and a diverse, motivated student body. It's a place where I've grown both academically and personally, surrounded by people who push me to do my best."



Zachary Dajczman

France

Psychology

"For me, the RRIS is the place I want to evolve and belong in for the next period of my life. I think that this university can actually provide me with the knowledge and right environment to develop myself, my skills, and connections, in order to become the man I want to be in the close future."



Deo Arlo

Indonesia

Entrepreneurship & Computer Science

"I've been in the classrooms of several universities in Israel and I can tell that Reichman puts special care into their international students and guides us every step of the way. RRIS is like a microcosm of the international world right here in Israel, creating a perfect environment for entrepreneurship among students."



Rachel Aronov

USA

Business Administration

"The RRIS to me is a place where i've grown both academically and personally surrounded by students from all around the world. It provides me with a more global perspective,high level education in English, and opportunities to connect,learn,and lead. I am lucky enough to get to experience such an amazing university that knows how to balance school and social life in Israel."

"We are living in remarkable times, marked by changes that impact our lives tremendously. As a university that trains future Israeli leaders, our mission has never been more important. We remain committed to uphold the principles of the Declaration of Independence and to nurture a generation that values personal freedom alongside national and social responsibility."

Prof. Uriel Reichman, Founding President and Chairperson of the Board, Reichman University



Menachem Reinitz

USA

Government

"Coming to Israel, I didn't really know what I wanted to do. I heard Reichman University was a great opportunity. I started at the RRIS when the war broke out. The University has been extremely helpful to me with all the issues throughout, due to my reserve duty. I am really grateful for the friendships and connections that I have made until now. I would recommend this place to anyone looking to make great connections."



Chana Sheldon

UK

Communication

"My first year at RRIS has been such a positive experience with immersive learning, interesting courses and approachable educators, introducing us to the dynamic world of communication."



Ronit Samuel

Chile

Business Administration

Chief Marketing Officer at easycancha

"RRIS helped me to immerse myself in the tech world from a young age, encouraging me to expand my knowledge and passion for business by exposing me to different Israeli tech companies and various entrepreneurs who taught me that every failure is part of the successful path."



Sacha Nejman

Belgium

Business Administration & Economics

Associate at J.P. Morgan

"The RRIS not only introduced me to a diverse array of individuals but also equipped me with a practical skillset that I can apply in any professional environment. It has been an incredible journey from both a personal and professional point of view."

J.P.Morgan



Kelly Odes

South Africa

Government

Senior Innovation Consultant at Deloitte

"The RRIS was the perfect start to my journey and career in Israel. I was exposed to new concepts, new cultures and new ideas. It brought the world right into the lecture room."



Our Alumni

Reichman University alumni currently hold some of the most senior positions in the economy, and their success opens the door to additional graduates both now and in future.



Yovel Mordechai

Israel

Economics & Entrepreneurship with Data Science

Business Development Manager at A2Z Remodeling

"Since day one, in all of my classes, the theory was directly tied to the real world, making it very applicable to our careers and business endeavors."



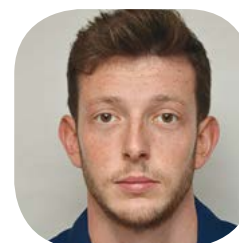
Alida Sefada

Turkey

Computer Science

Senior Technical Success Manager at Snyk

"My CS studies at RU gave me technical knowledge, experience, and confidence. Both the network I built and the skills that I learned during my time as a student have proven to be invaluable."



Dennis Gavish

Germany

Psychology

Solutions Consultant at Google

"Getting to know and collaborating with people from all around the world at the RRIS has truly shaped the lens through which I experience the world, day by day."





Sapir Segal

Australia

Communication

Senior Product Marketing Manager at Similarweb

"Choosing to study Communication with a major in Marketing at the RRIS was the best decision I made! It equipped me with highly practical marketing skills and an innovative mindset, while also providing the brand credibility I needed to secure my first position in high-tech marketing."



Noa Kawa

Belgium

Entrepreneurship & Computer Science

Data Scientist at Moveo HLS

"Entrepreneurship really developed my business knowledge and my soft skills while CS developed my hard skills, my way of thinking, studying and taught me how to work hard and be perseverant."



REICHMAN UNIVERSITY ALUMNI ASSOCIATION

Established in 1998 by the first graduates of Reichman University, the Alumni Association, in collaboration with Reichman University administration, currently boasts approximately 40,000 alumni, with 2,500 new alumni joining annually. The association is a professional and social community based on mutual responsibility and a sense of belonging and pride. It aims to develop and enrich alumni and strengthen connections between the graduates themselves and between them and Reichman University.

For more information:

<https://www.runi.ac.il/en/alumni/>



Lior Kahn

USA

Entrepreneurship & Business Administration

Customer Success Manager at Connecteam

"At RU, I've had the chance to build valuable connections with faculty and peers. To me, developing both business and personal relationships is one of the most integral parts of the "University experience". I think RU understands this well, as shown by the school's commitment to practical experience and networking opportunities throughout the degree. I'm grateful for what I've gained and who I've met along this journey."



SOCIAL AND BUSINESS VENTURES ESTABLISHED BY OUR GRADUATES

As a groundbreaking academic institution, Reichman University is home to future entrepreneurs, providing them with the tools and knowledge to think differently and realize their ideas and aspirations. The university recently entered the prestigious Pitchbook ranking, classifying the world's leading universities according to how many entrepreneurial graduates they have. Reichman University was ranked 7th in the world among universities with 15,000 or fewer students. (And ranked 38th in the world in the overall index.)



* Partial list

Marketing and Advertising



Finance



Technology



E-commerce



Education and Society



Tourism



THE SCHOOLS AT REICHMAN UNIVERSITY



ARISON SCHOOL OF BUSINESS

PROFESSIONALISM,
EXCELLENCE, INNOVATION,
ENTREPRENEURSHIP



PROF. NIRON HASHAI
DEAN



We strive to prepare future business leaders and executives for the modern business world and its constantly shifting challenges. These challenges, related to AI and big data, as well as to business management, include environmental, social, and ethical elements. This innovative program is continually updated to reflect new developments in business education and the global arena."



TED ARISON
(1924–1999)

Ted Arison was born and raised in Tel Aviv. He enlisted in the British Army's Jewish Brigade during WWII and went on to become a lieutenant colonel in the Israel Defense Forces. He and his family moved to the United States, where he established the National Foundation for Advancement in the Arts and the New World Symphony, and purchased the Miami Heat NBA team. The Arison Foundation was founded in the U.S. in 1981 and launched activities in Israel in 1993. Today, the Foundation supports and contributes to education, health, research, and art in Israel. The Arison School of Business was established in 1995.



TIOMKIN SCHOOL OF ECONOMICS

EDUCATION FOR
ECONOMIC LEADERSHIP
STARTS HERE



JUDY AND AVI TIOMKIN

Judy and Avi Tiomkin are Israeli philanthropists who have worked to advance Israeli society and the Israeli economy for many years. Avi Tiomkin holds an LLB in Law and is a financial analyst and international hedge fund adviser. Judy Tiomkin holds a BA in Art History, and worked as a home interior designer. The couple, who divide their time between the United States and Israel, first met when both were students at Tel Aviv University, and married in 1975. Since 2015, the Tiomkin School of Economics at Reichman University has borne their name.



PROF. YANIV GRINSTEIN
DEAN



At the Tiomkin School of Economics at Reichman University, we believe that studying economics is not only about mastering models and data. It's about shaping who you become.

Our graduates emerge as thinkers who see the world differently. They know how to ask important questions, analyze problems with clarity, and make decisions that drive change. They become leaders in analyzing economic questions in areas such as finance, technology, government, and entrepreneurship. They become individuals who combine analytical rigor with creativity and vision.

As you progress through our program, you'll develop the mindset to navigate uncertainty, the tools to decode complex systems, and the confidence to act boldly. You'll learn to view every challenge whether it's a business dilemma, a policy debate, or a global crisis as an opportunity to generate solutions and create value.

Beyond skills and knowledge, you'll gain a network of peers, faculty, and alumni who are passionate about ideas and eager to make an impact. You'll graduate ready not just to enter the workforce but to be a leader in it.

At Tiomkin, economics is more than a degree. It's a way of thinking, creating, and influencing the world.

We look forward to welcoming you on this transformative journey.



EFI ARAZI SCHOOL OF COMPUTER SCIENCE



PROF. YACOV HEL-OR
DEAN

COMBINING DEEP
THEORETICAL EDUCATION
WITH UP-TO-DATE
PRACTICAL KNOWLEDGE



With the emergence of artificial intelligence, big data processing, cybersecurity, and computational biology, studying computer science has never been more exciting. We are eager to educate curious and enthusiastic students, and provide them with the best and most relevant courses taught by our top-notch professors. We provide a rich and versatile program that enables all students to specialize in their fields of interest."



EFI ARAZI
(1937-2013)

Efi Arazi, the Reichman University School of Computer Science's namesake, was one of the forefathers of Israel's high-tech industry. In 1965, while studying at MIT, Arazi designed a camera for NASA, which the Apollo 11 space mission used to transmit the first images from the moon. At the age of 25, he invented a revolutionary auto-focus mechanism, thus cementing his position as one of the leading figures in the global electro-optic industry. Upon returning to Israel in 1968, Arazi founded the Scitex Corporation, which developed the world's first digital prepress computer and CCD scanner. These developments made Scitex the world's leader in digital printing, with sales of over \$10 billion.

In 1990, at the age of 54, Arazi founded EFI (Electronics for Imaging, Inc.), which invented unique software and controllers that can transformed any copier into a quality color printer, to achieving instant industry success. Over the years, Arazi also chaired several startup companies, focusing on fields ranging from digital video imaging to monitoring to and managing business processes.

The Efi Arazi School of Computer Science was established in 1996 and named in his honor in 2002. We are proud that Efi Arazi has chosen chose to give his name to Reichman University's School of Computer Science.



LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY, AND STRATEGY

EDUCATING FUTURE
LEADERS BY PROVIDING
HIGH-LEVEL ACADEMIC AND
PRACTICAL KNOWLEDGE,
HANDS-ON EXPERIENCE,
AND ACCESS TO POLICY AND
DECISION-MAKING



PROF.
LIZA IRENI-SABAN
DEAN



The complex reality of the 21st century and the challenges posed by the Swords of Iron War highlight the need for responsible, flexible, and innovative leadership. The training you will receive at the Lauder School of Government, Diplomacy, and Strategy at Reichman University will provide you with the necessary tools to face these challenges, combining theory and practice. The school's faculty, composed of world-renowned researchers and practitioners, equips our students with the knowledge, skills, and experience that will enable them to be at the forefront of political, security, and diplomatic action.



AMBASSADOR
RONALD S. LAUDER

Ambassador Ronald S. Lauder, an international businessman and Jewish communal leader, was appointed U.S. Ambassador to Austria in 1986. He established the Ronald S. Lauder Foundation in 1987, focusing on Jewish education and community outreach. Among the many positions he has held and currently holds are: President of the World Jewish Congress; Chairman of the Conference of Presidents of Major American Jewish Organizations; Chairman of the Board of the Jewish National Fund; and Chairman of the International Public Committee of the World Jewish Restitution Organization. Reichman University's Lauder School of Government, Diplomacy, and Strategy was established in 1999.



SAMMY OFER SCHOOL OF COMMUNICATION

THE SAMMY OFER SCHOOL OF
COMMUNICATION IS EQUIPPED
WITH THE MOST ADVANCED AND
CUTTING-EDGE TECHNOLOGY



PROF. KARINE NAHON
DEAN



Have you always wanted to know how to tackle fake news? How to use virtual reality to solve crises? How to design a tech product that truly suits its users—and makes them eager to use it? How power struggles among the tech giants will shape our future? And how AI tools can be leveraged in the communications industry?

These are just a few of the questions you'll explore at Reichman University's School of Communication. Our unique undergraduate program transforms amateurs into professionals, giving you the theoretical knowledge and practical skills needed to thrive in the worlds of media, creative work, product development, and security.

We bring together information, technology, and people through communication.

In an era of rapid technological and communication change, don't get left behind. So, when are you joining us?"



SAMMY OFER
(1922–2011)

Sammy Ofer was a prominent figure in the global business community and a supporter of the arts, culture, and education in Israel. Mr. Ofer was born in Romania and immigrated to Israel in his youth. His dedication to Israel's future and commitment to education was expressed through scholarships and his generous support of educational institutions, exemplified by the Sammy Ofer School of Communication, established in 2004.



BARUCH IVCHER SCHOOL OF PSYCHOLOGY

TO SEE EACH TREE
THAT MAKES UP THE FOREST



**PROF. ANAT
BRUNSTEIN KLOMEK**
DEAN



The world needs psychologists more than ever. We are committed to preparing our students for successful careers in various areas of psychology.

We offer a professional home with outstanding faculty, cutting-edge research, and hands-on practical experience.

Through courses, seminars, extracurricular activities, and mentoring, our students will gain a comprehensive scientific and practical background that will allow them to become leaders in the world of psychology."



BARUCH IVCHER

Baruch Ivcher is an Israeli-born businessman and central public figure in Peru. He served in the IDF Signal Corps and graduated from the Hebrew University of Jerusalem Law School. In 1970, Mr. Ivcher moved to Peru to pursue a business opportunity. In 1984, he received Peruvian citizenship and began to focus on the media industry; by the early 1990s, he owned the second-largest television station in the country. Mr. Ivcher remains active in the Israeli and international business arena. He was an early supporter of Reichman University, having established the Ivcher Auditorium. Mr. Ivcher also endowed the Baruch Ivcher School of Psychology.



ADELSON SCHOOL OF ENTREPRENEURSHIP

THE ADELSON SCHOOL OF
ENTREPRENEURSHIP IS THE FIRST
OF ITS KIND IN ISRAEL TO AWARD
A FULL ACADEMIC DEGREE



DR. YOSHI MAARAVI
DEAN



The undergraduate program in Entrepreneurship aims to provide our students with the knowledge and tools needed to realize their entrepreneurial ideas and aspirations."



**DR. MIRIAM AND
SHELDON G. ADELSON**

The Adelson School of Entrepreneurship at Reichman University is the realization of the vision of Dr. Miriam and Sheldon G. Adelson (z"l), entrepreneurs who recognized the vital importance of educating the future generation of social and economic leaders. The goal of the school, which is one of many of the Adelsons' Zionist educational initiatives, is to nurture a new generation of entrepreneurs in Israel and in the world, and to provide them with the knowledge and tools to fulfill their entrepreneurial ambitions in line with Sheldon Adelson's lifelong motto: "Always challenge the business status quo."



DINA RECANATI SCHOOL OF MEDICINE



PROF. ARNON AFEK
DEAN

***Studies in this school are taught in Hebrew**

The growing shortage of doctors poses a real danger to Israel's medical field. The State of Israel needs 2,000 new doctors annually, but it trains only 30% of them. The rest are forced to study abroad, some in medical schools with very low standards. What's more, the current reality, in which the State of Israel sends some of its best citizens—graduates of military service, people who volunteered with Magen David Adom for many years—to study abroad on their own dime, creates a moral issue.

Understanding this predicament and the need to train all the physicians required by the Israeli healthcare system, Reichman University opened a new medical school and joined forces with Israel's top medical institutions: Rabin Medical Center, Clalit Health Services, Maccabi Healthcare Services, and Sheba Medical Center at Tel Hashomer.



DINA RECANATI

With the generous support of the Recanati family, we established the Dina Recanati School of Medicine, striving to educate the physicians of tomorrow. The school serves as a global model for educating future physicians in a professional, innovative, multidisciplinary, and personal manner. This is done by applying new methods in medical education such as simulations, virtual reality, and 3D printing. One of these innovative methods is a first-of-its-kind learning model, where students learn in groups of 10, led by a designated experienced physician. Practical training in clinical fields, excellence in interdisciplinary research, and attention to medicine-based technologies such as AI and Big Data add to this global model.





RADZYNER SCHOOL OF LAW

***Studies in this school are taught in Hebrew**



HARRY RADZYNER



PROF. LIOR ZEMER
DEAN



The Harry Radzyner Law School equips its graduates to meet 21st century legal challenges. The pursuit of excellence is at the heart of our approach.

Our curriculum is designed to cultivate outstanding capabilities, preparing students to adapt with evolutions in practices and tech tools. It emphasizes interdisciplinary learning, requiring students to combine legal studies with another field, such as Government, Business, or Psychology, reflecting our belief that integration enhances intellectual depth and practical understanding.

Theoretical and interdisciplinary study is interwoven with hands-on training. Students engage in academic courses and seminars led by leading Israeli and international scholars. We also welcome guest professors from top global institutions such as Harvard, Yale, Stanford, Columbia, and others. A variety of workshops, led by experienced lawyers and judges, help develop practical skills. Legal clinics allow students to provide real legal aid, applying their knowledge under professional supervision.

Globalization is central to our vision. Many courses are taught in English, and all students, regardless of specialization, study in fields such as computer science, communications, or Middle Eastern studies. Beyond academics, the school fosters a vibrant community life. Students participate in conferences, seminars, joint programs with international universities, study tours, journal publications, and social events.

In short, the Harry Radzyner Law School is committed to shaping versatile, globally minded legal professionals equipped to thrive in modern-day legal professions.



SCHOOL OF SUSTAINABILITY

***Studies in this school are taught in Hebrew**



PROF. IRIS SHAI
DEAN



The coming decades will be shaped by two powerful forces: the climate crisis and the artificial intelligence revolution. This intersection creates the hottest growth field in the world - in every sense of the word.

Sustainability is the profession of the future - a fusion of science, technology, and visionary thinking, and your ticket to the forefront of innovation, the global job market, and the health of both people and the planet in the 21st century."



RRIS DEGREE PROGRAMS

TAUGHT FULLY IN ENGLISH



BA BUSINESS ADMINISTRATION

The BA program in Business Administration encompasses approximately 120 credits and is designed to be completed over a period of three years (six semesters). The program gives students the flexibility to tailor their studies so that they can delve into unique areas of interest.

The program consists of core courses (approximately 60 credits) that cover the basics of business administration, and electives (approximately 60 credits) that are organized into knowledge clusters: Marketing Fundamentals, Customer Management, Marketing Strategy, Finance Fundamentals, Advanced Tools in Finance, Financial Markets & Investments, Digital Innovation Fundamentals, Data Science, Product Management, Entrepreneurship, Management and Leadership, Practicum and Upstart. Depending on their choice of knowledge clusters, students can specialize in Digital Innovation, Finance, or Marketing.





BUSINESS ADMINISTRATION SPECIALIZATIONS:

● SPECIALIZATION IN MARKETING

Dr. Talia Rymon, Head

This specialization provides students with extensive knowledge of modern and data-driven marketing in the technological era. The courses are designed to provide theoretical as well as practical knowledge, and enable hands-on experience and practical tool acquisition through workshops, real-world projects, case study analyses, company visits, and guest lectures by leading marketing and business managers. During the last year of their studies, students who specialize in marketing work on year-long practical marketing projects and prepare comprehensive marketing plans for leading firms, startups, and organizations. Increasing emphasis is placed on the role of artificial intelligence and automation in shaping the future of marketing, equipping students with the skills they need to leverage emerging technologies to gain strategic advantages.

The specialization prepares students to succeed in leading positions in a myriad of industries, including as marketing managers, digital managers, marcom managers, product marketing managers, and brand managers. Students also gain knowledge and skills to work in companies that provide various marketing services, including: advertising, public relations, digital marketing, marketing consultancy, and marketing research. The program also equips students for marketing roles in the high-tech sector, reflecting the growing demand for marketing professionals in technology-driven environments.

● SPECIALIZATION IN DIGITAL INNOVATION

Dr. Moses Miller, Head

The Digital Innovation specialization equips students with a full toolkit for building technology-driven businesses: the fundamentals of data science, high-tech product management and user-centric design; the ability to translate raw information into strategic insights through modern analytics and machine-learning techniques; and how to turn those insights into working digital products, iterating from prototype to launch in project based-style courses. Throughout the program—and reinforced by a year-long, credit-bearing internship in a high-tech firm—students apply what they learn in real industry settings, graduating ready to design, analyze and deliver next-generation solutions.

● SPECIALIZATION IN FINANCE

Prof. Yaniv Grinstein, Head

The growing globalization of markets and stock exchanges, as well as the multitude of new and sophisticated financial tools on the market, have compelled companies to use high-level financial tools and approaches. Today's companies cannot survive in their competitive markets without using the most advanced tools to price assets, raise capital, select projects for investment, manage risk, and undertake mergers and acquisitions.

This specialization prepares students to succeed in lucrative positions at financial institutions, banks, and insurance companies, as well as in the financial departments of corporations and consulting firms. It provides the right balance between theoretical foundations and practical courses, and teaches students how to obtain and manage sources of capital. In addition, it introduces students to advanced technological innovations in the field of finance, such as cryptocurrency and blockchain technology.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/business-administration/>

BUSINESS ADMINISTRATION CURRICULUM

YEAR I – CORE COURSES

Advanced Business I
Advanced Business II
Mathematics I
Statistics & Data Analysis I
Business Economics (Micro)
Management Skills
Principles of Marketing Management
Statistics & Data Analysis II
Fundamentals of Finance
Business Data Analytics
Business Law

YEAR II – CORE COURSES

Fundamentals of Accounting
Organizational Management
Business Economics (Macro)
Critical Thinking
Corporate Social Responsibility
Python Programming

YEAR II¹

• **Finance Fundamentals:**

Investment Theory
Quantitative Methods in Finance
Valuation and Financial Statement Analysis

• **Marketing Fundamentals:**

Marketing Research
Digital Marketing Tools
Competitive Marketing Simulation

• **Digital Innovation Fundamentals:**

High-Tech Product Management
Designing Digital Products - UI/UX
Introduction to Data Science

• **Entrepreneurship & Business Development Cluster**

Business Strategy
Business Entrepreneurship
Navigating the High-Tech Sector





YEAR III – BUSINESS ELECTIVES

• Financial Markets & Investments:

Fixed Income Securities

Futures and Options Markets

International Risk Management

International Finance

Advanced Topics in Corporate Finance

• Advanced Tools in Finance:

Financial Modeling

Finance Seminar

Fintech Workshop

• Marketing Strategy:

Product Management and New Product Development

Marketing Seminar

Branding Strategy

• Customer Management:

Customer Management in the Digital Era

The New Consumers

Innovative Marketing

Global Marketing

Product Management:

Developing Mobile Apps

Advanced Topics in App InnovationAI-Driven MVP Development

• Data Science:

Data Analytics

Advanced Topics in Data Science

Databases and SQL

• Management & Leadership

Leadership In Organization

Team Management and Development

Organizational Innovation

Management Skills of the 21st Century

• Practicum Cluster²

Practicum

• Upstart Cluster³

Venture Creation – Vision, Ideation, and Strategy

Venture Creation – Implementation & Prototyping

Economic & Legal Aspects for Entrepreneurs

Product Design & UX

Note: The curriculum and courses listed are subject to change. Reichman University reserves the right to modify, add, or remove courses, as well as to adjust course content and structure.

- 1 Cluster availability may be affected by scheduling constraints.
- 2 Admission to the practicum is competitive and requires additional screening during the program.
- 3 Delivered by the Adelson School of Entrepreneurship. Requires additional screening by the School of Entrepreneurship during the program.

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

● BUSINESS ADMINISTRATION FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Noga Avraham, PhD, Tel Aviv University, 2023

Areas of Interest

Capital Markets; Financial Reporting; Corporate Disclosure

Prof. Doron Avramov, PhD, Wharton School of the University of Pennsylvania, 2000

Areas of Interest

Stock Return Predictability; Asset Pricing Models; Model Uncertainty; Portfolio Selection; Market Anomalies; Liquidity; Mutual Funds; Hedge Funds; Financial Econometrics

Prof. Eyal Biyalogorsky, PhD, Duke University, 1998

Deputy Dean, Arison School of Business

Areas of Interest

Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991

Areas of Interest

Empirical Asset Pricing; Investments; Derivatives; Risk Management

Dr. Yael Eisenthal-Berkovitz, PhD, Columbia University, 2009

Co-head, MA in Financial Economics, Arison School of Business

Areas of Interest

Credit Risk; Systematic Investing; Portfolio Management; Fintech

Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem, 1998

Areas of Interest

Creativity; New Product Development; Innovation Diffusion; Complexity in Market Dynamics; Social Networks Effects

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Prof. Niron Hashai, PhD, Tel Aviv University, 2002

Dean, Arison School of Business

Areas of Interest

Competitive Strategy; Global Businesses

Prof. Ronen Israel, PhD, Northwestern University, 1989

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization; Entrepreneurial Finance

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Prof. Tal Katz-Navon, PhD, Columbia University, 1999

Areas of Interest

Organizational Behavior; Leadership in Organizations; Team Management & Development; Management Skills

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005

Areas of Interest

Behavioral Finance; Empirical Asset Pricing; Fintech; Machine Learning; Cryptocurrencies

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program, Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997

Areas of Interest

Customer Social Effects & Their Effect on New Product Growth & the Firm's Profitability; Growth of Markets for New Products; Customer Relationship Management

Prof. Varda Liberman, PhD, Tel Aviv University, 1985

Provost

Head, MBA in Healthcare Innovation, Arison School of Business

Areas of Interest

Judgment & Decision-Making; Behavioral Economics

Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021

Head, Digital Innovation Specialization, Arison School of Business

Areas of Interest

Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

Prof. Amir Rubin, PhD, University of British Columbia, 2003

Areas of Interest

Corporate Finance; Corporate Governance; Sustainability Finance; Behavioral Finance

Dr. Talia Rymon, PhD, University of Pennsylvania, 1993

Head, Marketing Program, Arison School of Business;
Head, Arison Mentoring Program, Arison School of Business

Areas of Interest

Marketing Strategy; Marketing in the Entertainment Industry;
Innovation Marketing; Services Marketing

Dr. Roy Sasson, PhD, Tel Aviv University, 2013

Areas of Interest

Data Science, Machine Learning, Policy Analysis, Product Analysis

Prof. Dan Segal, PhD, New York University, 2000

Head, Accounting Area, Arison School of Business

Areas of Interest

Earnings Management; Valuation; Financial Statement Analysis;
Effects of Accounting Information on Economic Decisions;
Conservatism

Prof. Ron Shachar, PhD, Tel Aviv University, 1992

Former Dean and Head of Honors Program, Arison School of Business

Areas of Interest

Storytelling & Narratives; Advertising Effectiveness; Branding &
Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

Areas of Interest

Business Analytics; Data Science; Quantitative Finance; Quantitative Modeling

Shlomi Shuv (CPA), MBA, Ben-Gurion University of the Negev, 1998

Head, Accounting Program; Deputy Dean, Arison School of Business

Areas of Interest

Accounting Theory; Advance Financial Accounting; IFRS; Analysis & Valuation

Dr. Asael Sklar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Human Motivation; Self-control; Diversity; Social Perception;
Eye-tracking

Dr. Eyal Sulganik, PhD, Tel Aviv University, 1994

Associate Provost and Advisor to the President

Areas of Interest

Cooperative Game Theory & Voting Rules; Information Economics;
Problem Solving

Dr. Danna Tevet, PhD, Tel Aviv University, 2016

Head, Hybrid Teaching and RRIS Academic Director, Arison School of Business

Areas of Interest

Retail Marketing; Marketing Research; Consumer Behavior

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001

Deputy Dean, Undergraduate Programs; Head, International Program in Business; Head, Marketing Communication Program, Arison School of Business

Areas of Interest

Marketing; International Marketing Strategy;
Marketing Communications & Services Policy

Dr. Dana Turjeman, PhD, University of Michigan, 2021

Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental & Prosocial Behavior; Faces & Names



DOUBLE MAJOR IN BUSINESS ADMINISTRATION AND ECONOMICS

In the competitive marketplace, interdisciplinary knowledge provides our graduates with a significant advantage in various professional and academic fields. Business executives must be equipped with a solid understanding of the factors that shape the local and global economy, and economists must possess both theoretical and practical tools. A multidimensional understanding of the global economy and financial marketplace provides students with the quantitative and analytical skills required to succeed in both the private and public sectors.

Our courses in economics develop analytical thinking, which is crucial when working in a complex environment. Understanding how markets work, how prices are determined under different market structures, and how regulation affects businesses and individuals allows you to make better decisions once you are in a leading role in the business world or in the public sector. Studying methods of data analysis opens doors to exciting positions that require advanced analytical abilities. The Business Administration courses provide tools that are essential in order to operate in the business world: finance and marketing; digital communication; business law; business strategy; and leadership.

Our three-year program provides students with a broad view of the fundamentals with which they must be familiar in order to understand the problems and methods of coping with the economic and administrative challenges facing economists and business executives. The curriculum combines knowledge, tools, theory, and practice to train students for management positions in an ever-changing reality.

INTERNSHIPS

Our students are offered internships in various fields, such as the startup scene, the financial industry, and government.

SPECIAL ACTIVITIES

Academic Field Tours

Our program includes field studies to central organizations in the Israeli economy, such as the Knesset, the Bank of Israel, commercial banks, and companies such as Google. These tours give our students a glimpse into how economics works in practice, as well as invaluable exposure to the Israeli economy and the labor market.

Policy Seminar

In our unique seminar, students hear lectures on current economic policy issues from top policymakers and academics from Israel and abroad. At the end of the seminar, students write a professional policy paper and produce academic posters that are presented during a special celebration.

The double major BA degree in Business Administration and Economics consists of approximately 120 academic credits and is designed to be completed over a period of three years (six semesters). First-year students are required to complete a preparatory course in mathematics before they begin their studies. Students who did not attend high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/business-and-economics/>

DOUBLE MAJOR IN BUSINESS ADMINISTRATION AND ECONOMICS CURRICULUM

YEAR I

FALL SEMESTER

Economics

Principles of Microeconomics
Mathematics I for Economists
Statistics I for Economists

Business Administration

Principles of Marketing Management

SPRING SEMESTER

Economics

Principles of Macroeconomics
Intermediate Microeconomics I: Theory of the Consumer
Mathematics II for Economists
Statistics II for Economists
R Programming
Advanced English

Business Administration

Fundamentals of Finance

YEAR II

FALL SEMESTER

Economics

Intermediate Macroeconomics I
Intermediate Microeconomics II: Theory of the Producer
Introduction to Econometrics
Introduction to Data Science

Business Administration

Fundamentals of Accounting
Organizational Management
Digital Marketing Tools
Marketing Research (year-long) or Quantitative Methods of Finance (spring semester)

SPRING SEMESTER

Economics

Intermediate Macroeconomics II
Intermediate Microeconomics III: Theory of Markets
Applied Econometrics

Business Administration

Investment Theory
Entrepreneurship & Business Management

YEAR III

FALL SEMESTER

Economics

Applied Economic Policy
Academic Literacy
SQL

Business Administration

Year-long Seminar: Finance or Marketing
Customer Management in the Information Era
Futures & Options Markets
Leadership in Organization
Corporate Responsibility
Advanced Topics in Corporate Finance
Financial Modeling

SPRING SEMESTER

Economics

Policy Papers Writing Workshop
General Elective Course

Business Administration

Company Valuations & Financial Statement Analysis*
Data Analysis for Business
Financial Risk Management

* Only for students who take the Finance Seminar

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● BUSINESS ADMINISTRATION FACULTY

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Deputy Dean, Arison School of Business

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Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

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Head, MBA in Healthcare Innovation, Arison School of Business

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Judgment & Decision-Making; Behavioral Economics

Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021

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Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

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Former Dean and Head of Honors Program, Arison School of Business

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Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

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Areas of Interest

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Eye-tracking

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Associate Provost and Advisor to the President

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Marketing; International Marketing Strategy;
Marketing Communication & Services Policy

Dr. Dana Turjeman, PhD, University of Michigan, 2021

Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental & Prosocial Behavior; Faces & Names





● ECONOMICS FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Dr. Nadav Levy, PhD, Northwestern University, 2003

Deputy Dean, Tiomkin School of Economics

Areas of Interest

Industrial Organization; Economics of Organizations

Dr. Yael Hadass, PhD, Harvard University, 2004

Academic Head of Economics at the Raphael Recanati International School

Areas of Interest

Labor Economics; Macroeconomics; Political Economy; Personal Finance

Dr. Aluma Dembo, PhD, University of California, Berkeley, 2017

Areas of Interest

Decision Theory; Econometrics; Experimental Economics

Dr. Yaniv Yedid-Levi, PhD, Stanford University, 2010

Areas of Interest

Macroeconomics; Macro-Labor; International Economics

Prof. Omer Moav, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Economic Growth & Development

Prof. Osnat Lifshitz, PhD, Tel Aviv University, 2004

Areas of Interest

Labor Economics; Family Economics; Econometrics

Dr. Alon Cohen, PhD, Tel Aviv University, 2009

Areas of Interest

Game Theory; Law & Economics; Macroeconomics

Dr. Asael Skalar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Statistics; Social Perceptions of Minorities; Motivation

Dr. Boaz Zik, PhD, Hebrew University of Jerusalem, 2018

Areas of Interest

Economic Theory; Mechanism Design; Information Economics

Dr. Ido Eisdorfer, PhD, Tel Aviv University, 2025

Areas of Interest

Microeconomics; Macroeconomics; Health Economy

Mr. Boris Lebedenko, MA, University of Haifa, 2021

Areas of Interest

Applied Statistics; R Programming; Biomedical R&D

Ms. Liat Erel, MA, Bar-Ilan University, 2007

Areas of Interest

Excel; Data Analysis for Business; Programming

DOUBLE MAJOR IN ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION

Reichman University, one of the world's leading academic institutions for entrepreneurial education, offers a unique double major undergraduate program—the first of its kind in Israel. The pioneering program is run by the Arison School of Business and Adelson School of Entrepreneurship (ASE), an innovative center within the Israeli academic landscape that fosters a dynamic environment encouraging both research and practical application in the field of entrepreneurship.

Projects are mentored by leading industry professionals, with an emphasis on excellence in research, education, social responsibility, and teamwork. Preeminent researchers and experts from Israel and worldwide are among the lecturers.

The School of Entrepreneurship at Reichman University provides students with the training, expertise, and resources needed to launch the next generation of successful Israeli ventures while strengthening and cultivating the country's startup ecosystem.

The ASE offers experiential learning that combines academics with hands-on entrepreneurship opportunities beyond the classroom.

The Arison School of Business offers a comprehensive education designed to equip students with the skills and knowledge necessary to manage and grow successful businesses. Students learn essential business concepts from a world-renowned academic faculty through a combination of theoretical foundation and practical application, including financial management, accounting, strategic planning, and marketing. The curriculum emphasizes agility and adaptability in this dynamic era when businesses must constantly evolve, preparing students to navigate and lead in an ever-changing marketplace.

The double major BA degree in Entrepreneurship and Business Administration consists of 120 academic credits and is designed to be completed over a period of three years (six semesters). First-year students are required to complete a preparatory course in mathematics before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/entrepreneurship-and-business/>



DOUBLE MAJOR IN ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity & Innovation
Computational Thinking & Programming
Research Methods for Entrepreneurs

SPRING SEMESTER

Innovation & Intrapreneurship Within Organizations
Presentation Skills Workshop
Academic & Business Writing Workshop

YEAR II

FALL SEMESTER

Legal, Tax & Finance Aspects of Entrepreneurial Ventures
UX & Product Design for Entrepreneurs
Entrepreneurial Vertical (select 1):
» Biotech & Digital Health Entrepreneurship
» Impact Entrepreneurship
» Ed Tech Entrepreneurship
» Cyber Entrepreneurship
» Gaming Entrepreneurship
» Consumer Products Entrepreneurship
Cannabis Tech

SPRING SEMESTER

Digital Marketing for Entrepreneurs
Product Management
Entrepreneurial Vertical (select 1):
» Fintech, Blockchain & Data Science Entrepreneurship
» Internet & New Media Entrepreneurship
» Real Estate Entrepreneurship
» Cyber Entrepreneurship
» Playtika Gaming Vertical

YEAR III

FALL SEMESTER

Venture Creation: Capstone Project A
Entrepreneurial Decision-Making
Advanced Entrepreneurial Electives:
» AI Applications for Entrepreneurs
» Advanced Digital Marketing for Entrepreneurs
» Venture Branding & Storytelling

SPRING SEMESTER

Venture Creation: Capstone Project B
Dealing & Coping with Failure Workshop
Ethics for Entrepreneurs Workshop
Advanced Entrepreneurial Electives:
» Value Creation & Project Management
» Advanced Data Science & BI for Entrepreneurs
» From Sales to Customer Success
Digital Leadership

● BUSINESS ADMINISTRATION

YEAR I

FALL SEMESTER

Mathematics A
Statistics A
Principles of Marketing Management

SPRING SEMESTER

Mathematics B
Statistics B
Fundamentals of Finance

YEAR II

FALL SEMESTER

Management in Organizations
Business Economics (Micro)
Fundamentals of Accounting
Elective (select 1):
» Investment Theory
» Integrated Marketing Communications

SPRING SEMESTER

Business Economics (Macro)
Elective (select 1):
» Quantitative Methods in Finance
» Marketing Research (year-long)

YEAR III

FALL SEMESTER

Elective (year-long, select 1):
» Finance Seminar
» Marketing Seminar

SPRING SEMESTER

Business Law

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

● ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship;
Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

Dr. Gali Einav, PhD, Columbia University, 2004

Areas of Interest

Digital Media Entrepreneurship; Innovative Media Platforms; Consumer Behavior in the Digital Age; Innovative Education Platforms

Dr. Orly Idan, PhD, Tel Aviv University, 2010

Vice Dean; Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics, Cognitive Linguistics in Innovation and the Entrepreneurial Context/Mindset, Language and Discourse in the Context of Conflict

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Entrepreneurship & Business Administration; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of seven books on entrepreneurship published in the US and UK; Associate Editor at the Journal of Small Business Management, and Journal of Entrepreneurial Researchers. Founder of academic accelerators and international incubator.

Areas of Interest

Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program

Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

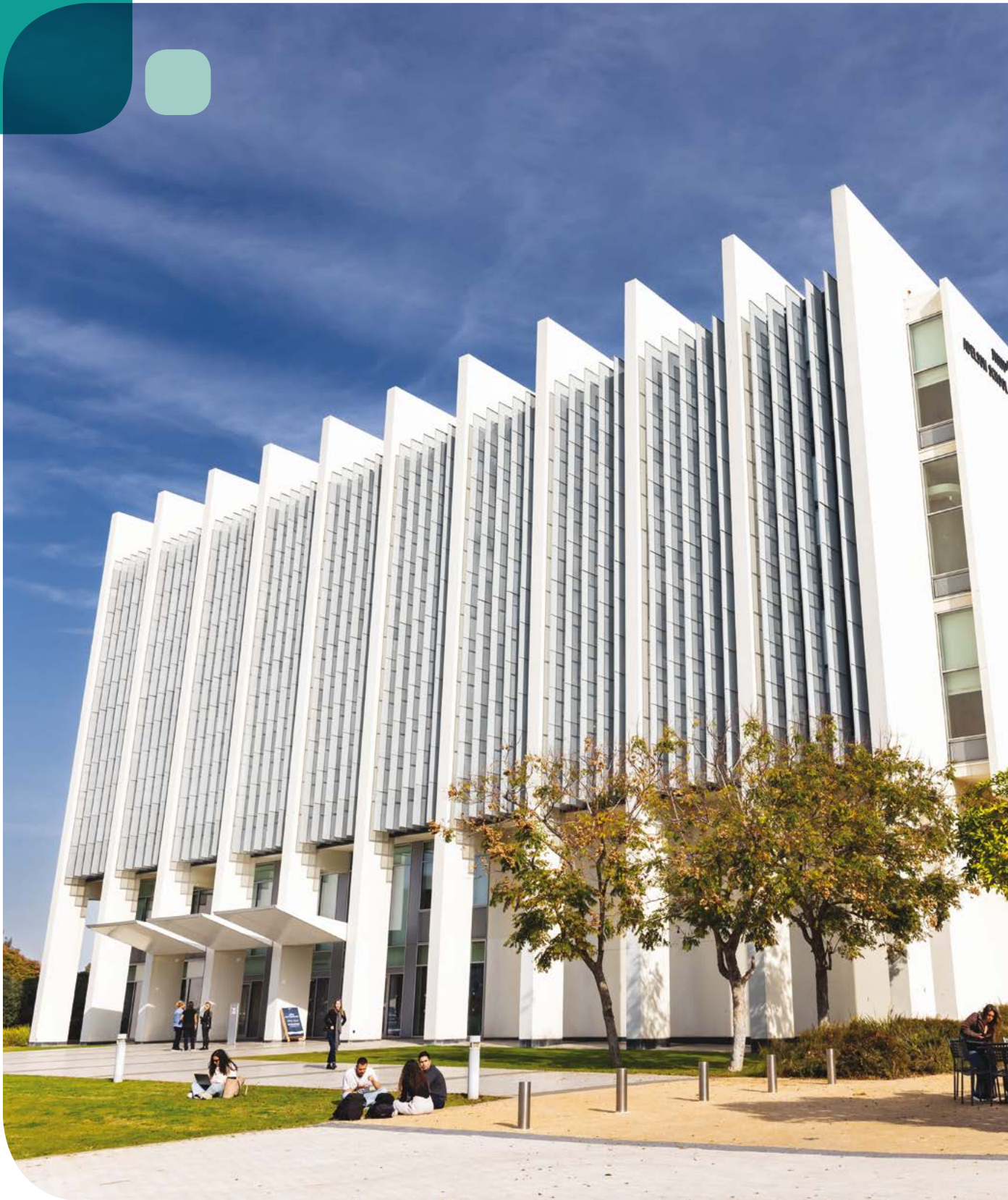
Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts



● BUSINESS ADMINISTRATION FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Noga Avraham, PhD, Tel Aviv University, 2023

Areas of Interest

Capital Markets; Financial Reporting; Corporate Disclosure

Prof. Doron Avramov, PhD, Wharton School of the University of Pennsylvania, 2000

Areas of Interest

Stock Return Predictability; Asset Pricing Models; Model Uncertainty; Portfolio Selection; Market Anomalies; Liquidity; Mutual Funds; Hedge Funds; Financial Econometrics

Prof. Eyal Biyalogorsky, PhD, Duke University, 1998

Deputy Dean, Arison School of Business

Areas of Interest

Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991

Areas of Interest

Empirical Asset Pricing; Investments; Derivatives; Risk Management

Dr. Yael Eisenthal-Berkovitz, PhD, Columbia University, 2009

Co-head, MA in Financial Economics, Arison School of Business

Areas of Interest

Credit Risk; Systematic Investing; Portfolio Management; Fintech

Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem, 1998

Areas of Interest

Creativity; New Product Development; Innovation Diffusion; Complexity in Market Dynamics; Social Networks Effects

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Prof. Niron Hashai, PhD, Tel Aviv University, 2002

Dean, Arison School of Business

Areas of Interest

Competitive Strategy; Global Businesses

Prof. Ronen Israel, PhD, Northwestern University, 1989

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization; Entrepreneurial Finance

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

The Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency & Corporate Investment Policy

Prof. Tal Katz-Navon, PhD, Columbia University, 1999

Areas of Interest

Organizational Behavior; Leadership in Organizations; Team Management & Development; Management Skills

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005

Areas of Interest

Behavioral Finance; Empirical Asset Pricing; Fintech; Machine Learning; Cryptocurrencies

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program, Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997

Areas of Interest

Customer Social Effects & Their Effect on New Product Growth & the Firm's Profitability; Growth of Markets for New Products; Customer Relationship Management

Prof. Varda Liberman, PhD, Tel Aviv University, 1985

Provost

Head, MBA in Healthcare Innovation, Arison School of Business

Areas of Interest

Judgment & Decision-Making; Behavioral Economics

Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021

Head, Digital Innovation Specialization, Arison School of Business

Areas of Interest

Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

Prof. Amir Rubin, PhD, University of British Columbia, 2003

Areas of Interest

Corporate Finance; Corporate Governance; Sustainability Finance; Behavioral Finance

Dr. Talia Rymon, PhD, University of Pennsylvania, 1993

Head, Marketing Program, Arison School of Business;
Head, Arison Mentoring Program, Arison School of Business

Areas of Interest

Marketing Strategy; Marketing in the Entertainment Industry;
Innovation Marketing; Services Marketing

Dr. Roy Sasson, PhD, Tel Aviv University, 2013

Areas of Interest

Data Science, Machine Learning, Policy Analysis, Product Analysis

Prof. Dan Segal, PhD, New York University, 2000

Head, Accounting Area, Arison School of Business

Areas of Interest

Earnings Management; Valuation; Financial Statement Analysis;
Effects of Accounting Information on Economic Decisions;
Conservatism

Prof. Ron Shachar, PhD, Tel Aviv University, 1992

Former Dean and Head of Honors Program, Arison School of Business

Areas of Interest

Storytelling & Narratives; Advertising Effectiveness; Branding &
Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

Areas of Interest

Business Analytics; Data Science; Quantitative Finance; Quantitative Modeling

Shlomi Shuv (CPA), MBA, Ben-Gurion University of the Negev, 1998

Head, Accounting Program; Deputy Dean, Arison School of Business

Areas of Interest

Accounting Theory; Advance Financial Accounting; IFRS; Analysis & Valuation

Dr. Asael Sklar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Human Motivation; Self-control; Diversity; Social Perception;
Eye-tracking

Dr. Eyal Sulganik, PhD, Tel Aviv University, 1994

Associate Provost and Advisor to the President

Areas of Interest

Cooperative Game Theory & Voting Rules; Information Economics;
Problem Solving

Dr. Danna Tevet, PhD, Tel Aviv University, 2016

Head, Hybrid Teaching and RRIS Academic Director, Arison School of Business

Areas of Interest

Retail Marketing; Marketing Research; Consumer Behavior

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001

Deputy Dean, Undergraduate Programs; Head, International Program in Business; Head, Marketing Communication Program, Arison School of Business

Areas of Interest

Marketing; International Marketing Strategy;
Marketing Communication & Services Policy

Dr. Dana Turjeman, PhD, University of Michigan, 2021

Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental & Prosocial Behavior; Faces & Names



BSc COMPUTER SCIENCE

The undergraduate program in Computer Science consists of 126 credits and is designed to be completed over a period of three years (six semesters). The program includes a rigorous, analytical foundation in mathematics; a thorough understanding of computer science and IT theory; and practical software development skills. In addition to the core and elective CS courses, the program includes courses in business, marketing, finance, high-tech entrepreneurship, and a wide variety of general study electives. The academic program is dynamic and constantly adapted to the fast-paced innovations of the high-tech world. Reichman University computer science alumni are earning among the highest wages in Israel's tech world.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/bsc-computer-science/>

COMPUTER SCIENCE CURRICULUM

YEAR I

FALL SEMESTER

Introduction to Computer Science
Calculus I
Linear Algebra I
Discrete Mathematics
Advanced English II for Computer Science Students – Level A*

SPRING SEMESTER

Calculus II
Linear Algebra II
Logic & Set Theory
Data Structures
Systems Programming in C

YEAR II

FALL SEMESTER

Algorithms
Select 1:
» Digital Systems Construction
» Digital Systems Architecture
Advanced Programming
Introduction to Probability
Introduction to Microeconomics
Fundamentals of Finance

SPRING SEMESTER

Operating Systems
Computational Models
Machine Learning from Data
CS Elective Course I
CS Elective Course II

YEAR III

FALL SEMESTER

Computer Networks
Computability
CS Elective Course III
CS Elective Course IV

SPRING SEMESTER

Functional & Logic Programming
Introduction to Computer Graphics
Presentation Skills
CS Elective Course V
CS Elective Course VI

* Many RRIS students are exempt from this course.

COMPUTER SCIENCE ELECTIVE COURSES

(Below is a list of courses taught in past years. Course offerings vary from year to year, with selected courses taught in English.)

Advanced Algorithms
Building Secure Applications
Applicative Programming Using Design Patterns
Cryptography
Web Application Security
Image Processing on Mobile Platforms
Cloud Computing Development
Audio-Visual Signals Compression
Topics in Number Theory
Seminar: Visual Object Recognition
Advanced Seminar: Computer Graphics
Computer Vision
Digital Systems Construction
Computer & Network Security
Topics in Optimization for CS
Natural Language Processing
Seminar: Topics in Algorithms & Computer Science Theory
Workshop: Networks & Internet
Workshop: Applied Cryptography
Algorithms in Computational Biology
InGame: Video Games Workshop
Topics in System Engineering
Seminar: Software-Defined Networking
Object-Oriented Programming with C# & .NET
Developing Mobile Web Apps for the Enterprise
Introduction to Digital Signal Processing
Automatic Verification of Programs
Algorithms for Planar Graphs
Introduction to Machine Learning
Seminar: Network & Cloud Algorithmics
Game Intelligence

Distributed Algorithms
Coding Theory
Seminar: Algorithmic Game Theory
Information Retrieval & Web Search
Surveillance Based on Computer Vision
3D Animation with Unreal Engine
Securing Information Systems
Internet of Things (IoT): Hands On
Statistics & Data Analysis
Recommendation Systems
Learning & Graphics Seminar: Virtual Humans
Native Android Development with Kotlin
AI for Healthcare
Blockchains & Cryptocurrencies

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

GRADUATES OF THE CS PROGRAM WORK IN LEADING COMPANIES >>



These companies all bought startups that were set up by Reichman University Computer Science students, alumni, and staff members.

● COMPUTER SCIENCE FACULTY

Many, though not all, of the faculty members listed below will be offering courses throughout the BSc program.

Dr. Kfir Bar, PhD, Tel Aviv University

Areas of Interest

Natural Language Processing; Medical AI

Prof. Udi Boker, PhD, Tel Aviv University, 2008

Areas of Interest

Formal Verification; Automata Theory; Logic; Computational Models; Computability

Prof. Elette Boyle, PhD, MIT, 2013

Areas of Interest

Cryptography; Coding Theory; Distributed Systems

Dr. Ran Cohen, PhD, Bar-Ilan University, 2017

Areas of Interest

Cryptography; Distributed Computing

Prof. Ohad Fried, PhD, Princeton University

Areas of Interest

Computer Graphics; Computer Vision; HCI

Prof. Ilan Gronau, PhD, Technion-Israel Institute of Technology, 2009

Head, Computer Science Graduate Program

Areas of Interest

Computational Biology; Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993

Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Vision; Image Processing; Computer Graphics; Robotics

Prof. Gil Kalai, PhD, Hebrew University of Jerusalem, 1983

Areas of Interest

Theoretical Computer Science; Complexity; Learnability; Geometric Algorithms

Dr. Alon Kipnis, PhD, Stanford University, 2017

Areas of Interest

Mathematical Statistics; Information Theory; Data Science; Statistical Learning

Dr. Reut Levi, PhD, Tel Aviv University, 2014

Areas of Interest

Sublinear Algorithms; Property Testing & Local Computation Algorithms

Prof. Tal Moran, PhD, Weizmann Institute of Science, 2008

Areas of Interest

Cryptography; Secure Systems

Prof. Yael Moses, PhD, Weizmann Institute of Science, 1994

Areas of Interest

Computer Vision; Applications of Computer Vision to Multimedia Systems

Prof. Shay Mozes, PhD, Brown University, 2012

Deputy Dean, Efi Arazi School of Computer Science

Areas of Interest

Graph Theory; Algorithms; Data Structures; Combinatorial Problems

Prof. Alon Rosen, PhD, Weizmann Institute of Science, 2003

Areas of Interest

Cryptography; Computational Complexity

Prof. Shimon Schocken, PhD, University of Pennsylvania, 1987

IDB Chair of Information Technologies; Founding Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Science Education; Software Engineering

Prof. Arik Shamir, PhD, Hebrew University of Jerusalem, 2000

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Geometric Modeling; Computer Graphics; Visualization; Machine Learning

Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Concurrent & Distributed Computing

Dr. Ben Lee Volk, PhD, Tel Aviv University, 2019

Areas of Interest

Computational Complexity Theory; Algebraic Complexity Theory;
Pseudorandomness & Derandomization

Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Resource Allocation; Approximation Algorithms; Algorithmic
Game Theory

Prof. Zohar Yakhini, PhD, Stanford University, 1997

Head, Machine Learning & Data Science Program

Areas of Interest

Computational Biology; Statistical Data Analysis



DOUBLE MAJOR IN ENTREPRENEURSHIP (BA) AND COMPUTER SCIENCE (BSC)

Reichman University, one of the world's leading academic institutions for entrepreneurial education, offers a unique double major undergraduate program—the first of its kind in Israel. The pioneering program is run by the Adelson School of Entrepreneurship (ASE), an innovative center within the Israeli academic landscape that fosters a dynamic environment that encourages both research and practical application in the field of entrepreneurship.

Projects are guided by leading industry professionals, with an emphasis on excellence in research, education, social responsibility, and teamwork. Preeminent researchers and experts from Israel and around the world are among the lecturers.

The School of Entrepreneurship at Reichman University provides students with the training, expertise, and resources needed to launch the next generation of successful Israeli ventures while strengthening and cultivating the country's startup ecosystem.

ASE offers experiential learning that combines academics with hands-on entrepreneurship opportunities beyond the classroom.

The double major BA degree in Entrepreneurship and BSc in Computer Science consists of 141 academic credits and is designed to be completed over a period of three years (six semesters). First-year students are required to complete a preparatory course in Mathematics and Programming before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/entrepreneurship-and-computer-science/>



DOUBLE MAJOR IN ENTREPRENEURSHIP (BA) AND COMPUTER SCIENCE (BSC) CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity, and Innovation
Research Methods and Critical Thinking for Entrepreneurs
Practical Tools and Strategies for Entrepreneurs – Part 1

SPRING SEMESTER

Innovation & Intrapreneurship Within Organizations
Practical Tools and Strategies for Entrepreneurs – Part 2

YEAR II

FALL SEMESTER

Legal, Tax, and Finance Aspects of Entrepreneurial Ventures
Financial Management & Entrepreneurial Finance
Accounting Skills for Entrepreneurs
Product Management for Entrepreneurs
Entrepreneurial Vertical (Select 1):
» Real Estate Entrepreneurship
» Consumer Products Entrepreneurship
» Fintech, Blockchain, and Data Science Entrepreneurship
» Biotech & Digital Health Entrepreneurship
» Sport Tech and Wellness
» Internet, E-commerce & New Media Entrepreneurship
» Cannabis Tech
» Cyber Entrepreneurship
» Fashion Tech

SPRING SEMESTER

Digital Marketing for Entrepreneurs
UX & Product Design for Entrepreneurs
Machine Learning
Elective (Select 1):
» Cross-Vertical Accelerator
» Impact Entrepreneurship
» VC Fund
» Green Tech Entrepreneurship
» Playtika Gaming Vertical
» AI & Organizational Innovation With Digitization

YEAR III

FALL SEMESTER

Venture Creation: Capstone Project A
Advanced Entrepreneurial Elective (Select 1):
» Venture Creation Game-Based Learning
» Sales and Business Development in Startups and High-Tech Companies
» Branding & Storytelling

SPRING SEMESTER

Venture Creation: Capstone Project B
Organizational Behavior for Ventures and Innovative Projects
Advanced Entrepreneurial Elective (Select 1):
» Value Creation & Project Management
» From Sales to Customer Success
» Advanced Digital Marketing for Entrepreneurs

● COMPUTER SCIENCE

YEAR I

FALL SEMESTER

Calculus I
Linear Algebra I
Discrete Mathematics
Introduction to Computer Science

SPRING SEMESTER

Calculus II
Linear Algebra II
Data Structures
Logic & Set Theory
System Programming in C

YEAR II

FALL SEMESTER

Algorithms
Digital Architectures or Digital Systems Construction
Introduction to Probability
Advanced Programming

SPRING SEMESTER

Operating Systems
Computational Models
Machine Learning (Credited in the Entrepreneurship program)

YEAR III

FALL SEMESTER

Complexity
Computer Networks

SPRING SEMESTER

CS Elective Course

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

● ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship;
Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

Dr. Gali Einav, PhD, Columbia University, 2004

Areas of Interest

Digital Media Entrepreneurship; Innovative Media Platforms; Consumer Behavior in the Digital Age; Innovative Education Platforms

Dr. Orly Idan, PhD, Tel Aviv University, 2010

Vice Dean; Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics; Cognitive Linguistics in Innovation and the Entrepreneurial Context/Mindset; Language and Discourse in the Context of Conflict

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Entrepreneurship & Business Administration; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of seven books on entrepreneurship published in the US and UK; Associate Editor at the Journal of Small Business Management, and Journal of Entrepreneurial Researchers. Founder of academic accelerators and international incubator.

Areas of Interest

Entrepreneurial Performance; Entrepreneurial Psychological Capital; Entrepreneurship at Times of Crisis; AI and Bots development; Female Entrepreneurship; Entrepreneurial Education.

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Double Major in Entrepreneurship & Computer Science; Extracurricular and International Programs, Adelson School of Entrepreneurship; Academic Director, Upstart – Venture Creation Program

Academic Director – Digital Marketing Track, Google and Reichman Tech School

Areas of Interest

Generative AI in Marketing; Branding and Marketing Strategy; Entrepreneurship; Creativity and Innovation

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts



● COMPUTER SCIENCE FACULTY

Many, though not all, of the faculty members listed below will be offering courses throughout the BSc program.

Dr. Kfir Bar, PhD, Tel Aviv University

Areas of Interest

Natural Language Processing; Medical AI

Prof. Udi Boker, PhD, Tel Aviv University, 2008

Areas of Interest

Formal Verification; Automata Theory; Logic; Computational Models; Computability

Prof. Elette Boyle, PhD, MIT, 2013

Areas of Interest

Cryptography; Coding Theory; Distributed Systems

Dr. Ran Cohen, PhD, Bar-Ilan University, 2017

Areas of Interest

Cryptography; Distributed Computing

Dr. Ohad Fried, PhD, Princeton University

Areas of Interest

Computer Graphics; Computer Vision; HCI

Prof. Ilan Gronau, PhD, Technion-Israel Institute of Technology, 2009

Head, Computer Science Graduate Program

Areas of Interest

Computational Biology; Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993

Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Vision; Image Processing; Computer Graphics; Robotics

Prof. Gil Kalai, PhD, Hebrew University of Jerusalem, 1983

Areas of Interest

Theoretical Computer Science; Complexity; Learnability; Geometric Algorithms

Dr. Alon Kipnis, PhD, Stanford University, 2017

Areas of Interest

Mathematical Statistics; Information Theory; Data Science; Statistical Learning

Dr. Reut Levi, PhD, Tel Aviv University, 2014

Areas of Interest

Sublinear Algorithms; Property Testing & Local Computation Algorithms

Prof. Tal Moran, PhD, Weizmann Institute of Science, 2008

Areas of Interest

Cryptography; Secure Systems

Prof. Yael Moses, PhD, Weizmann Institute of Science, 1994

Areas of Interest

Computer Vision; Applications of Computer Vision to Multimedia Systems

Prof. Shay Mozes, PhD, Brown University, 2012

Deputy Dean, Efi Arazi School of Computer Science

Areas of Interest

Graph Theory; Algorithms; Data Structures; Combinatorial Problems

Prof. Alon Rosen, PhD, Weizmann Institute of Science, 2003

Areas of Interest

Cryptography; Computational Complexity

Prof. Shimon Schocken, PhD, University of Pennsylvania, 1987

IDB Chair of Information Technologies; Founding Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Science Education; Software Engineering

Prof. Arik Shamir, PhD, Hebrew University of Jerusalem, 2000

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Geometric Modeling; Computer Graphics; Visualization; Machine Learning

Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Concurrent & Distributed Computing

Dr. Ben Lee Volk, PhD, Tel Aviv University, 2019

Areas of Interest

Computational Complexity Theory; Algebraic Complexity Theory; Pseudorandomness & Derandomization

Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Resource Allocation; Approximation Algorithms; Algorithmic Game Theory

Prof. Zohar Yakhini, PhD, Stanford University, 1997

Head, Machine Learning & Data Science Program

Areas of Interest

Computational Biology; Statistical Data Analysis

DOUBLE MAJOR IN ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE

Entrepreneurs who are also economists have an outstanding advantage: They are equipped with a deep understanding of both the industry to which they wish to contribute and the macroeconomic changes that will affect their business. The combination of economics and entrepreneurship allows our students unique flexibility in their career choices. Graduates can be entrepreneurs or independent business owners, consultants or employees at corporations. They can work in the private sector (mainly in high-tech and fintech) or the public sector.

The entrepreneur, who is also an economist, must be ready for the data revolution. This program prepares students by equipping them with technological tools, with a special focus on data analysis.

Students in this program learn entrepreneurship, economics, and data analysis. Many of the courses involve practical work, team projects, and presentations. Extracurricular activities include meetings with leading figures in industry, tours, and hackathons.

In their third year, students take on practical projects that involve collaboration with industry.

The double major in Economics and Entrepreneurship with Data Science consists of 122 credits and is designed to be completed in a period of three years (six semesters). First-year students are required to complete a preparatory course in mathematics before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/economics-and-entrepreneurship-with-data-science/>



DOUBLE MAJOR IN ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE CURRICULUM

● ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

Entrepreneurship, Creativity, and Innovation - from 0 to 1
Computational Thinking & Introduction to Programming in Python
Excel for Economists
Research Methods in Entrepreneurship
Advanced English

SPRING SEMESTER

Financial Management & Entrepreneurial Finance
Entrepreneurship and Innovation within Organizations
Introduction to Data Science

YEAR II

FALL SEMESTER

Applied Tools for Entrepreneurs
Legal and Tax Aspects of Entrepreneurial Ventures
Databases & SQL
Product Management

SPRING SEMESTER

Machine Learning
Accounting Fundamentals
Fintech
Entrepreneurship Verticals: (Select 1 course)
» Real Estate Entrepreneurship
» Internet & New Media Entrepreneurship
» Cyber
» Sportech
» Autodidactic Learning*
*Optional, for extra credit

YEAR III

Yearly Capstone Seminars (Final project)
Select one of the following (Some seminars require and admissions process):
» Capstone Seminar in Data Science, in Collaboration with the Industry
» Acceleration Capstone Seminar
» Capstone Seminar in Venture Creation
» Capstone Seminar - Venture Capital Track (Year-long Internship at a VC)
» Case Study Seminar in Entrepreneurship
» Capstone Seminar in Value Creation
» Capstone Research Seminar

FALL SEMESTER

User Experience Design

SPRING SEMESTER

AI Tools for Entrepreneurs
Deep Learning
Business Intelligence

● ECONOMICS

YEAR I

FALL SEMESTER

Principles of Microeconomics
Mathematics for Economists I
Statistics for Economists I
English

SPRING SEMESTER

Principles of Macroeconomics
Intermediate Microeconomics I
Mathematics for Economists II
Statistics for Economists II
R Programming
Advanced English

YEAR II

FALL SEMESTER

Intermediate Macroeconomics I
Intermediate Microeconomics II
Introduction to Econometrics
Introduction to Data Science
Investment Theory

SPRING SEMESTER

Intermediate Macroeconomics II
Intermediate Microeconomics III
Applied Econometrics

YEAR III

FALL SEMESTER

Applied Economic Policy
Academic Literacy
SQL

SPRING SEMESTER

Workshop: Writing Policy Papers

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

● ECONOMICS FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Dean, Tiomkin School of Economics

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Dr. Nadav Levy, PhD, Northwestern University, 2003

Deputy Dean, Tiomkin School of Economics

Areas of Interest

Industrial Organization; Economics of Organizations

Dr. Yael Hadass, PhD, Harvard University, 2004

Academic Head of Economics at the Raphael Recanati International School

Areas of Interest

Labor Economics; Macroeconomics; Political Economy; Personal Finance

Dr. Aluma Dembo, PhD, University of California, Berkeley, 2017

Areas of Interest

Decision Theory; Econometrics; Experimental Economics

Dr. Yaniv Yedid-Levi, PhD, Stanford University, 2010

Areas of Interest

Macroeconomics; Macro-Labor; International Economics

Prof. Omer Moav, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Economic Growth & Development

Prof. Osnat Lifshitz, PhD, Tel Aviv University, 2004

Areas of Interest

Labor Economics; Family Economics; Econometrics

Dr. Alon Cohen, PhD, Tel Aviv University, 2009

Areas of Interest

Game Theory; Law & Economics; Macroeconomics

Dr. Asael Skalar, PhD, Hebrew University of Jerusalem, 2016

Areas of Interest

Statistics; Social Perceptions of Minorities; Motivation

Dr. Boaz Zik, PhD, Hebrew University of Jerusalem, 2018

Areas of Interest

Economic Theory; Mechanism Design; Information Economics

Dr. Ido Eisdorfer, PhD, Tel Aviv University, 2025

Areas of Interest

Microeconomics; Macroeconomics; Health Economy

Mr. Boris Lebedenko, MA, University of Haifa, 2021

Areas of Interest

Applied Statistics; R Programming; Biomedical R&D

Ms. Liat Erel, MA, Bar-Ilan University, 2007

Areas of Interest

Excel; Data Analysis for Business; Programming



● ENTREPRENEURSHIP FACULTY

Many courses in the program are taught by the faculty members listed below.

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Co-founder & Dean, Adelson School of Entrepreneurship; Co-founder & Chairman, RUNI Ventures; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, Leumi & Schestowitz Innovation Program; Founder & Academic Director, PLAYTIKA Game Changers Program; Founder & Academic Director, IDC Beyond; Visiting Professor: The Technical University of Darmstadt & The Frankfurt School of Finance & Management, Germany

Areas of Interest

Behavioral Decision-Making; Negotiation; Entrepreneurship; Creativity; Innovation

Dr. Gali Einav, PhD, Columbia University, 2004

Areas of Interest

Digital Media Entrepreneurship; Innovative Media Platforms; Consumer Behavior in the Digital Age; Innovative Education Platforms

Dr. Gail Gilboa Freedman, Tel Aviv University, 2011

Head, Double Major in Economics & Entrepreneurship; Head, NBA Big Data

Areas of Interest

Data Science & Mathematical Modeling

Dr. Revital Hollander, PhD, Tel Aviv University, 2018

Areas of Interest

Interactive Musical Interfaces; Creativity; Music Innovation; Entrepreneurship in Music; Broadcasting in Computer Networks

Dr. Orly Idan, PhD, Tel Aviv University, 2010

Head, International Undergraduate Program in Entrepreneurship & Business Administration and Entrepreneurship & Computer Science

Areas of Interest

Psycholinguistics, Language in the Content of Conflict, and Language and the Entrepreneurial Mindset

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Business Administration & Entrepreneurship; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of seven books on entrepreneurship

Areas of Interest

International Entrepreneurship; Female Entrepreneurship; Ecosystems; Technological Entrepreneurship Performance; Entrepreneurship at Times of Crisis; Entrepreneurial Education



Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Extracurricular and International Programs, Adelson School of Entrepreneurship

Areas of Interest

Branding and Marketing Strategy; Public & Social Marketing; Intra-organizational Entrepreneurship

Prof. Yair Tauman, PhD, Hebrew University of Jerusalem, 1978

Vice Dean, Adelson School of Entrepreneurship; Former Dean, Arison School of Business; Academic Director, Zell Entrepreneurship Program

Areas of Interest

Game Theory; Auctions; Patents & Innovations; Industrial Organization

Dr. Tamar Yogev, PhD, Oxford University, 2009

Head, Double Major in Entrepreneurship & Economics with Data Science

Areas of Interest

Innovation, Entrepreneurship, Markets Under High Uncertainty, Organizational Theory, Economic Sociology, Sociology of Culture and Arts



BA COMMUNICATION

The Sammy Ofer School of Communication is at the forefront of communication research and prepares its graduates for the most dynamic professions in the communication ecosystem, including in: marketing, product management, user experience design and research, investigative journalism, client management, digital content and creative management, social media management, communication consulting and spokesperson roles, AI system integration in organizations, strategic communication development and management, and the production of content, including documentaries, for various platforms.

The curriculum is dynamic, interdisciplinary, and constantly evolving. It combines theory and practice and offers three specializations: Marketing Communication, Human-Computer Interaction, and Content for Impact.

What sets the School of Communication at Reichman University apart is the breadth and variety of its practical workshops, combined with in-depth theoretical exploration across the different fields.



For more information:

www.runi.ac.il/en/schools/rris/undergraduate/ba-communication/

● SPECIALIZATION: HUMAN-COMPUTER INTERACTION (HCI)

Head of Specialization: Dr. Noa Morag

The Human-Computer Interaction specialization prepares students for roles in product and user experience (UX) in the high-tech industry.

Students learn key product-related disciplines and are exposed to critical and analytical thinking relevant to technological product development.

The specialization offers professional workshops in: Interactive Product Design, UX/UI Design, Digital Product Marketing and Management, Product Acceleration, and research seminars in: User Experience Ethics, The Foundations of Technological Thinking, and Cognitive Psychology Aspects in UX.

The final project focuses on developing a technological product from concept to full implementation. Students work in teams with peers from other schools (Psychology, Entrepreneurship, Computer Science) and engage with mentors and companies from the industry.

Potential Career Paths:

UX/UI Designer, Product Designer, UX Researcher, User Experience Manager, Product Manager, UX Writer, Product Marketing Specialist, Customer Success Manager, Digital Project Manager (especially in startups), Product Analyst, Product Specialist.

● SPECIALIZATION: CONTENT FOR IMPACT

Head of Specialization: Dr. Yael Hadassi-Bachar

The Content for Impact specialization trains students for the future of communication by combining content creation, strategic communication, investigative journalism, information technologies, and AI tools.

Students will gain both a broad understanding of contemporary media and engage in hands-on experience.

They will complete a final project developing campaigns, and documentaries, fictional content, or investigative journalism pieces, under the guidance of top industry mentors.

Through guest lectures, workshops, and field trips with senior professionals, students will build rich portfolios. Graduates of this track enter leading roles in political, social, business, and high-tech sectors. In an era where media and digital platforms shape public opinion, social movements, and trends, this specialization equips students to create meaningful impact through communication.

Potential Career Paths:

Strategic Communications Consultant, Community Manager, AI Content Specialist, Online Activist, Communications Consultant, Content Manager, Social Media Manager, Producer, Director, and Content Editor, Journalist, Investigative Reporter, Storytelling Expert.

● SPECIALIZATION: MARKETING COMMUNICATION

Head of Specialization: Ms. Sivan Ben Horin

The Marketing Communication specialization trains students in strategic, creative, and innovative thinking across advertising, marketing, public relations, media, and digital communication, integrating AI tools.

The program covers both theoretical foundations and practical applications for working with clients and target audiences. Students acquire essential tools to enter the industry, including advertising agencies, PR companies, marketing departments, and high-tech companies.

Alongside theoretical courses and seminars, students participate in hands-on workshops taught by industry mentors, such as: Strategic Marketing, Creative Development, Social Media Campaign Management, Advertising Innovation, Trend Analysis and Prediction, Branded Content Creation, and E-commerce Strategy.

In their third year, students work with real clients—commercial companies and social organizations—through the Marketing Lab, which mirrors advanced industry practices. This experience helps students build a strong portfolio and professional network to support their career launch.

Potential Career Paths:

Customer Success Manager/Advertising Manager, Strategic Planner (Marketing Strategy), Marcom Manager, Communications Consultant/Public Relations Specialist, Digital Asset Manager, Branding and Customer Experience (CX) Manager, Brand Manager, Creative/Copywriting roles in advertising and high-tech, Social Media Manager, Campaign Manager, Branded Content and Partnership Manager, Spokesperson (corporate, municipal, nonprofit), e-commerce Manager.

BUSINESS ADMINISTRATION CLUSTER

The Arison School of Business at Reichman University offers a cluster in Business Administration for third-year Communication students. Composed of five mandatory courses, this cluster introduces students to the basic concepts business theories that enable an understanding of marketing communication, effective management, 21st century leadership, organizational behavior and strategic decision-making.



HONORS PROGRAM

HONORS PROGRAM IN COMMUNICATION

The Sammy Ofer School of Communication has established an honors program that offers outstanding students a unique opportunity to acquire first-hand insight into how the theoretical knowledge and practical skills they learn are applied across the industry. During the program, students develop a research thesis under the personal supervision of a faculty member, alongside practicum opportunities. These honors excursions are designed to inspire our students and expand their horizons.

HONORS PROGRAM IN PUBLIC DIPLOMACY

Head of the Program: Prof. Moran Yarchi

An interdisciplinary program offered by the School of Communication, the School of Government, and the Abba Eban Institute for Diplomacy and Foreign Relations, the program combines high-quality, innovative academic content with top-level practical experience in the field of Israeli public diplomacy.

Students acquire analytical tools and new ways of thinking about Israel's foreign policy, while gaining hands-on experience. They also have the opportunity to learn from leading researchers and prominent figures in the field of Israeli and global public diplomacy. Graduates of the program integrate into a variety of public diplomacy roles within the official public sector, civil society organizations, and the media.

The program is conducted in English and is intended for third-year students.

CUTTING-EDGE FACILITIES

INNOVATIVE AND ADVANCED LEARNING ENVIRONMENT

The Sammy Ofer School of Communication is equipped with the most advanced and cutting-edge technology. It includes the Media Innovation Lab (milab), a Virtual Reality Lab (XR), television studios, radio and podcast studios, editing suites, the Daniel Pearl Newsroom, and a research institute focused on the psychology of the internet.

PROFESSIONAL EXPERIENCE

Opportunities to work with companies and social organizations in the communication industry throughout the degree program.

Additionally, the Audio Center is operated by students and faculty members, in collaboration with and under the guidance of senior professionals from the media industry. Students are responsible for broadcasting, producing, editing, and managing the technical and musical aspects. The station also functions as an audio-digital lab and an incubator for podcast development.



YEAR I

Mandatory Courses

Media and Diplomacy in International Conflicts: The Arab Israeli Case
 Research Methods and Statistics
 Introduction to Communication Research
 Introduction to Communication in the Information Age
 Data and Information-Based Thinking
 Generative AI Platforms (GenAI)
 Introduction to Marketing Communication
 Communication Strategy for Creating Impact
 Introduction to Human-Computer Interaction

Mandatory Workshops

The Art of Pitching and Message Delivery
 Fundamentals of Photography and Editing
 Creating Content for Broadcasting in a TV Studio
 Tools for Digital Marketing and Advertising
 Tools for User Experience (UX) Design

YEAR II

Mandatory Courses

Gen Z and Acute Academic Social Media Debates
 Generative AI Platforms (GenAI)
 Data and Information-Based Thinking
 Critical Thinking
 Qualitative Research Methods
 The Media Ecosystem
 Communication and Democracy
 Propaganda and Marketing of Messages

Mandatory Workshop

Podcasting 101

SPECIALIZATIONS / YEAR II

• CONTENT FOR IMPACT

Mandatory Courses

Consciousness in an Era of Constant Revolution
 Trends in Immersive Worlds

Workshops

Strategic Communication
 Influence and Narrative on Social Media
 Advanced Video Production
 Impact: Perceptions, Strategy, and Campaigns

Proseminar

Content for Virality on Social Networks
 From Thought to Impact-Driven Action

• MARKETING COMMUNICATION

Mandatory Courses

Consumer Behavior
 Innovative Marketing for High-Tech

Workshops

Marketing Strategy
 Tools for Digital Advertising and Marketing
 Ideation and Creativity
 Communication Consulting, Public Relations, and Crisis Management
 Social Media Campaign Management

Proseminar

Marketing Strategies for Virality
 Empathetic and Beneficiary Marketing
 The Art of Effective Messaging: Marketing Communication and Persuasion Techniques

• HUMAN-COMPUTER INTERACTION (HCI)

Mandatory Courses

Advanced Topics in Human-Computer Interaction
 Ethics of User Experience

Workshops

Product Design
 Product Marketing
 Product Management
 Advanced User Experience (UX) Design
 Content Design for User Experience (UX)

Proseminar

Design Principles: User Experience and Cognition
 Ethics of User Experience
 VR Research in Virtual Reality VR

YEAR III

Mandatory Courses

Positive Psychology
 Internet: Social and Cultural Aspects
 Future Trends in Information Technology
 Language, Meaning, and Reality
 Legal Aspects of Information and Communication

SPECIALIZATIONS / YEAR III

• CONTENT FOR IMPACT

Mandatory Courses

Power and Influence in the Algorithmic Age
The War Over Narratives: Media and Conflicts in the Digital Age
Conscious Communication Campaigns

Workshops

Visual Content and on Camera Skills
Content Entrepreneurship

Year-long Seminars

Media Audiences: Uses, Interpretation, and Influence

Final Project

Content Creation – The Art of Journalism
Content Creation: Research, Produce & Measure

• MARKETING COMMUNICATION

Mandatory Courses

Consumer Behavior
Marketing Intelligence: From Market Research to Tactics with AI
Brand Management and Customer Experience

Workshops

Brand Expression and Engagement
Innovation in Advertising
Add to Cart: E-Commerce and Affiliate Marketing
Thinking Future: Analyzing and Predicting Trends
Visual Communication Design with AI & Photoshop

Year-long Seminars

Psychological Aspects of Marketing Campaigns
Virality – Creating a Field Campaign
Trends as Marketing Strategy Setters
Digital Propaganda and Marketing and the Online Discourse
Around Them

Final Project

PR Strategies and Marketing
Integrated Advertising Campaign
Social Advertising & Marketing

• HUMAN-COMPUTER INTERACTION (HCI)

Mandatory Courses

Ethics and Technologies in the Age of AI
Foundation in Technological Thinking, from Programming to AI
Product Acceleration: From Business Strategy to Product Growth

Workshops

Content Design for User Experiences (UX)
Visual Design for UX (UI)

Year-long Seminars

Physical-Digital Interfaces Research Seminar
Virtual Reality Experience, Design, and User Research
Advanced Ethical Aspects of UX Design

Final Project

Final project: Product Innovation Bootcamp with the Industry
Final Project: milab Product Marketing in High-tech companies

Students are also required to take general electives and may take electives from other programs at Reichman University.

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.



● COMMUNICATIONS FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Karine Nahon, PhD, Tel Aviv University, 2004

Dean, Sammy Ofer School of Communication

Areas of Interest

Information Politics; Social Networks; Power Dynamics; Network Gatekeeping; Virality of Information; Challenges to Democracy in the Information Age

Dr. Hadas Erel, PhD, Ben-Gurion University of the Negev, 2009

Vice Dean, Sammy Ofer School of Communication

Areas of Interest

Social Interaction with Non-humanoid Robotic Objects

Prof. Yair Amichai-Hamburger, PhD, Oxford University, 1993

Head of the Center of Internet Psychology (CIP)

Areas of Interest

Personality; Internet Use & Well-Being; Virtual Teams; Inter-Group Contact on the Internet; Leadership & Motivation; Conflict Management in Organizations

Prof. Tal Azran, PhD, University of Melbourne, 2007

Head of the International Communication Program

Areas of Interest

International Communication; Political Communication; The Effects of New Media Technologies

Prof. Doron Friedman, PhD, Tel Aviv University, 2004

Head of the Advanced Reality Lab

Areas of Interest

Human-Computer Confluence; Brain-Computer Communication

Prof. Yair Galily, PhD, University of Leicester, 2000

Head of the Sports, Media and Society (SMS) Research Lab

Areas of Interest

Sport; Leisure; Social Media & Sedentary Leisure; Media

Prof. Eytan Gilboa, PhD Harvard University, 1974

Areas of interest

International Communication, Public Diplomacy, Public Opinion, Media and Conflict Resolution, American Media

Dr. Jonathan Giron

Co-Director of the Advanced Reality Lab

Areas of Interest

Neuroscience; Synthetic Biology; Virtual Reality; Brain-Computer Interfaces; Human-Computer Interaction

Dr. Tsahi (Zack) Hayat, PhD, University of Toronto, 2014

Areas of Interest

Social Network Analysis; The Relationship Between Information, Communication Technology, and Personal Networks; Organizational Communication; Networked Work

Dr. Amit Lavie-Dinur, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Privacy; Media Framing & Representation of News Events; Values Portrayed in Advertising Media; Representation of the "Other" in Popular Texts

Dr. Noa Morag, PhD, Bar-Ilan University, 2020

Head of the BA Human-Computer Interaction (HCI) Specialization; milab Associate Director

Areas of Interest

Social & Ethical Aspects of Technologies; Interactive Media; Digital Fabrication Technologies; Human-Centered Design

Prof. Keren Tzur Eyal, PhD, University of California, Santa Barbara, 2004

Head of the MA Program in Communication and Strategy

Areas of Interest

Media Content & Effects; The Media's Role in Youth Socialization, Sexuality & Body Image

Prof. Gabriel Weimann, PhD (Communications), Hebrew University of Jerusalem, 1982

Areas of Interest

Political Communication; Terrorism and Media, Online Terrorism, Media Effects

Prof. Gadi Wolfsfeld, PhD, Massachusetts Institute of Technology, 1979

Areas of Interest

Political Communication; The Role of the Media in Political Conflicts & Peace Processes; Role of the New Media in Collective Action

Prof. Moran Yarchi, PhD, Hebrew University of Jerusalem, 2012

Head of the Public Diplomacy Program

Areas of Interest

Political Communication; Public Diplomacy; Media Coverage of Conflicts & Terrorism; News Media & Election Campaigns

Prof. Oren Zuckerman, PhD, Massachusetts Institute of Technology, 2007

Co-Director of milab; Head of the MA Program in HCI

Areas of Interest

Cross-Section of HCI (Human-Computer Interaction) & CMC (Computer-Mediated Communication); Participation Patterns in Online & Mobile Communities; Engagement in Location-Based Media; Human-Centered Computing



BA PSYCHOLOGY

This degree aims to provide knowledge, tools, and practical experience that enable students to fulfill their aspirations, contribute to the well-being of individuals and society, and continue on to advanced degree studies. Core courses include clinical, social, personality, and developmental psychology, psychopathology, and neuroscience. Advanced courses provide exposure to cutting edge aspects of psychological science.,

The Psychology BA program requires 121 credit hours, and is designed to be completed over a period of three years (six semesters). In addition to their psychology studies, students take eight credits of general electives.

Students who did not attend a high school taught in English may be required to take courses in English language proficiency.

EXCELLENCE PROGRAMS

Our Excellence Programs are designed for outstanding students who plan to pursue advanced degrees in Israel or abroad. Students can take participate in these programs during the second and third years of their studies.

The Excellence Programs are composed of:

■ HONORS PROGRAM

The general Honors Program includes a seminar in which participants strengthen their analytical and research skills, proficiency in reading and writing scientific material in English, and ability to write a research honors thesis.

■ BRAIN AND MIND PROGRAM

The Brain and Mind Program includes an intensive apprenticeship in a neuroscience lab and relevant theoretical courses.

Both programs orient participants toward writing an empirical research article to be submitted for publication in a scientific journal. The programs increase participants' chances of being accepted for graduate studies at leading universities. Registration for the Excellence Programs opens towards the end of the first undergraduate year and is based on students' achievements during that year.

For more information: www.runi.ac.il/en/schools/psychology



For more information:

www.runi.ac.il/en/schools/rris/undergraduate/ba-psychology/



PSYCHOLOGY CURRICULUM

YEAR I

FALL SEMESTER

Introduction to Psychology
Psychology & Neuroscience: An Interdisciplinary Approach (A)
Social Psychology (year-long course)
Introduction to Statistics (A)
Probability
Philosophy of Science

SPRING SEMESTER

Developmental Psychology
Social Psychology
Psychology & Neuroscience: An Interdisciplinary Approach (B)
Cognitive Processes A: Sensation & Perception
Introduction to Statistics (B)
School Seminar
English for Psychology Advanced 2
Practical Statistics Using JASP

YEAR II

FALL SEMESTER

Biological Basis of Behavior: Advanced Topics
Theories of Personality
Cognitive Processes B: Attention & Language
Multivariate Statistics
Research Methods & Experimental Laboratory

SPRING SEMESTER

Organizational Psychology
Cognitive Processes C: Memory & Reasoning
Introduction to Clinical Psychology
Research Methods & Experimental Laboratory
Resilience

YEAR III

CORE COURSES

Abnormal Psychology
Psychological Skills & Field Experience
Psychology, Society & Culture (spring)

THEORETICAL SEMINARS*

(Fall Semester: Select 1)

Positive Psychology
Psycholinguistics, Emotions & Conflict Resolution
Existential Psychoanalysis
Clinical Neuroscience: Brain, Psychopathology, & Treatment

RESEARCH SEMINARS*

(Two Semesters: Select 1)

AI and Mental Health
The Neurobiology of Attachment: Healthy & Pathological Processes
Exposure to Trauma - Coping & Resistance
Shaping Memory & Facing Anxiety

ELECTIVES*

(One Semester: Select 4)

Cognitive-Behavioral Therapy
Interpersonal Psychotherapy
Neurobiological Basis of Psychopathology & Treatment
How to Call Out Nonsense: Social Cognition in Everyday Life
Atypical: Understanding Autism Spectrum Disorder
Creative Art Therapies and Clinical Playground
Mind Hacking: Integrating Ancient Wisdom with Science to Cultivate Stability, Clarity & Compassion
Functional Magnetic Resonance Imaging (fMRI)
Introduction to R

* These course titles are representative. The actual courses offered will vary from year to year.

INTERDISCIPLINARY STUDIES

(Two Semesters: Select 1)

Criminology & the Psychology of Crime
Psychology & Communications

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

● PSYCHOLOGY FACULTY

Many courses in the program are taught by the faculty members listed below, though not all faculty members are listed.

Dr. Rany Abend, PhD, Tel Aviv University, 2016

Areas of Interest

Neurobiological Mechanisms of Psychopathology; Developmental Psychopathology; Neuroscience-guided Treatment

Prof. Amir Amedi, PhD, Hebrew University of Jerusalem, 2005

Areas of Interest

Brain, Cognition, & Technology; Multisensory Integration; Functional Neuroimaging

Prof. Shahar Ayal, PhD, Tel Aviv University, 2007

Head, MA Program in Social Psychology

Areas of Interest

Heuristics & Biases; Behavioral Ethics; Intergroup Effects on Decision-Making

Prof. Boaz M. Ben-David, PhD, Tel Aviv University, 2007

Areas of Interest

Communication; Cognitive & Sensory Integration in Aging; Perception of Emotions in Spoken Language; Impact of Threat on Attention

Prof. Anat Brunstein Klomek, PhD, Bar-Ilan University, 2004

Dean, Baruch Ivcher School of Psychology

Areas of Interest

Interpersonal Psychotherapy; Bullying; Suicide Prevention

Prof. Guy Doron, PhD, University of Melbourne, 2007

Areas of Interest

Relationship-Related Obsessions (ROCD); Obsessive-Compulsive (OCD) & Related Disorders; Cognitive-Behavioral Therapy (CBT); Attachment Theory & Self-Perception in Psychopathology

Prof. Tsachi Ein-Dor, PhD, Bar-Ilan University, 2009

Areas of Interest

Human Defensive Behaviors; Evolutionary & Social Psychology; Personality

Prof. Ruth Feldman, PhD, Hebrew University of Jerusalem, 1994

Areas of Interest

Development of Child Affect & Social Behavior; Neurobiology of Social Affiliation

Dr. Tahli Frenkel, PhD, Tel Aviv University, 2012

Areas of Interest

Child Development; Temperament, Anxiety & Behavioral Inhibition

Dr. Yulia Golland, PhD, Hebrew University of Jerusalem, 2008

Areas of Interest

Social Neuroscience; Interpersonal Synchrony

Dr. Britt Hadar, PhD, Tel Aviv University, 2020

Areas of Interest

Social Hierarchy; Inequality; Decision-Making; Cognitive Processes

Dr. Danny Hamiel, PhD, Hebrew University of Jerusalem, 1993

Areas of Interest

Cognitive-Behavioral Therapy; Resilience in Childhood

Prof. Gilad Hirschberger, PhD, Bar-Ilan University, 2002

Areas of Interest

Existential Threats; Political Conflict; Long-Term Effects of the Holocaust; Metaphors of Conflict

Dr. Yaniv Kanat-Maymon, PhD, Ben-Gurion University of the Negev, 2009

Areas of Interest

Organizational Psychology; Autonomy Experience and Sense of Volition; Romantic & Parent-Child Relationships

Prof. Daniel A. Levy, PhD, Hebrew University of Jerusalem, 2003

Areas of Interest

Neuroscience; Physiological Psychology; Cognitive Psychology

Dr. Dana Pereg, PhD, Bar-Ilan University, 2001

Head, MA Program in Organizational Behavior and Development

Areas of Interest

Professional Identity; Organizational Development

Prof. Michal Reifen Tagar, PhD, University of Minnesota, 2010

Head, International Undergraduate Program in Psychology

Areas of Interest

Emotions in Conflict; Personality & Group Relations

Dr. Tamar Saguy, PhD, University of Connecticut, 2008

Areas of Interest

Intergroup Relations; Conflict Resolution; Prejudice Reduction; Gender





BA GOVERNMENT

The BA program in Government prepares students for careers in the fields of public policy and administration, diplomacy, consulting, and security. Set in the Middle East, students in the program will gain a unique understanding of geopolitical events that affect the region and the entire world.

A special focus is put on the inner workings of Israeli society, including Israeli constitutional law, foreign policy, and national security.

Thanks to its strong emphasis on theory, leadership, and practical experience, this degree equips students with the practical skills they need in their future studies and careers.

Foundational academic courses, such as Contemporary International Politics; Political Communication; The Arab-Israeli Conflict and the Peace Process; AI and Government; The Politics of Climate Change; and American Government and Politics, are combined with interactive skills-oriented workshops, hands-on simulations, internships (for credit), and briefings and informal meetings with key public figures.

Starting in their second year, students specialize in Diplomacy and Global Affairs or in Security Studies and Counter-Terrorism. In their third year, students may also select a cluster, further developing and sharpening their theoretical and practical skills.

TRACKS

- DIPLOMACY & GLOBAL AFFAIRS
- SECURITY & COUNTER-TERRORISM STUDIES

CLUSTERS

- MEDIA & INFLUENCE
- CONTEMPORARY MIDDLE EAST
- BUSINESS



For more information:

<https://www.runi.ac.il/en/schools/rris/undergraduate/ba-government/>

Students may also apply to special academic programs, including our Honors Program (the Argov Fellows Program in Leadership and Diplomacy), the Public Diplomacy Program, the Syracuse Exchange Program, the Rabin Leadership Program, the Research Cadets Program, the Zvi Meitar Emerging Technologies Program, the CO-OP Startup Experience Course, and dozens of exchange/semester-abroad programs at outstanding international institutions. In addition, they can apply to exceptional academic competitions (the International Humanitarian Law Competition, for example) and participate in student-led clubs (Model United Nations, Pugwash, International Negotiations Club, and many others).

The Lauder School of Government, Diplomacy, and Strategy attracts outstanding students from around the world. It provides a pluralistic environment where students can exchange ideas while gaining unique networking opportunities and preparing for their future. Our students pursue graduate studies (Masters degrees and PhDs) at Reichman University and other leading American, Israeli, and European universities or choose to enter the workforce in politics, the private sector, NGOs, international institutions, and cutting-edge companies in Israel and abroad.

The BA program in Government consists of 120 credits. The program is designed to be completed over a period of three years.

INTERNSHIP OPPORTUNITIES

Internship opportunities for 2nd and 3rd-year undergraduate students in the Lauder School of Government, Diplomacy & Strategy are available at various government and non-governmental organizations, as well as at numerous research institutes and think-tanks (including research centers at the Lauder School). The internships approved by the Lauder School are for academic credit (as an elective course) and provide students with a unique opportunity to obtain invaluable practical experience. We encourage students to take advantage of the diverse internship options, which, in many cases, open doors to future careers.

YEAR I

Introduction to International Relations
 Contemporary International Politics
 Comparative Politics
 Government & Politics in Israel
 Introduction to Security Studies & Counter-Terrorism
 Introduction to the Contemporary Middle East & Islam
 Introduction to Diplomacy & Global Studies
 Political Communication
 Research Methods
 Government & AI
 Introduction to Political Theory
 Principles of Statistics
 Academic Research & Writing/Advanced English
 Excel Workshop
 Problem-Solving Workshop

YEAR II

The Arab-Israeli Conflict & the Peace Process
 History of the Modern Era
 American Government & Politics
 Introduction to Israeli Constitutional Law
 Conflict Resolution
 European Institutions & Integration
 Empirical Research
 Internet, Social Media & Politics
 Foundations of Economics I
 Foundations of Economics II
 International Law
 International Political Economy: Theory and Policy
 The Politics of Climate Change
 Introduction to Data Science
 Professional Writing Workshop
 Job Market Skills
 Visiting Lecturer Series (Intensive Course)

• **TRACK - DIPLOMACY & GLOBAL AFFAIRS**

Transnational and Multinational Corporations
 Transatlantic Relations in the 21st Century

• **TRACK - SECURITY & COUNTER-TERRORISM**

Human Security
 Introduction to Intelligence

YEAR III*

MANDATORY COURSES

Great Power, Competition, and Cooperation
 Strategic Planning & Policy Analysis
 Democratic Backsliding
 WORKSHOPS
 Public Speaking Workshop
 Project Management Workshop

• **TRACK - DIPLOMACY & GLOBAL AFFAIRS**

Diplomacy, Governance & Law in a Global World
 China: Society & Politics
 Nationalism, Fascism, and Populism
 Strategy & Negotiations in the Nuclear Realm
 Africa: Domestic and Global Perspectives
 Russia
 Seminar: Globalization from East to West
 Seminar: Understanding Foreign Policy Making
 Capstone Project
 Marketplace and Practitioners' Workshop

• **TRACK - SECURITY & COUNTER-TERRORISM**

Global Terrorism: ISIS, al-Qaeda, and Hezbollah
 Terrorism & Counter-Terrorism Innovations
 Terrorism and Extremism on Social Media
 Middle Eastern Wars: Theory and Practice
 Law & Terrorism
 Israel's Counter-Terrorism Policy
 Seminar: Terror and Profiling
 Seminar: Contemporary Iran – Security and Insecurity
 Capstone Project
 Marketplace and Practitioners' Workshop

OPTIONAL CLUSTERS

Contemporary Middle East
 Business
 Media & Influence

ADDITIONAL GOVERNMENT ELECTIVES

Arabic for Beginners
 Internship Program
 Negotiation Workshop
 Honors Seminar: Armed Non-State Actors

* Students may take general electives as well as electives from other programs at Reichman University.

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.

POLICY IN ACTION

● THE INSTITUTE FOR POLICY AND STRATEGY (IPS)

The Institute for Policy and Strategy (IPS) at Reichman University, the convener of the Annual Herzliya Conference Series, aspires to contribute to Israel's national security and resilience by conducting integrative and comprehensive policy analysis on the national challenges, producing strategic insights and policy recommendations for decision-makers, and informing the public and policy discourse.

Main Pillars

The Institute's policy agenda focuses on two main issues: The first and primary is the identification of opportunities and risks for Israel in the Middle East arena and in a global setting. Special emphasis is placed on identifying dynamic regional shifts that enhance the threat posed by Iran, alongside developing new strategic relationships between Israel and the Arab states.

The second is Israel's national resilience as a foundation for national security. This pillar highlights the fact that domestic weakness negatively reflects on Israel's ability to cope with both internal and external crises.



The 21st Herzliya conference - On the path of strategic surprises
June 24-25, 2024



H.E Amb. Jacob J. Lew, U.S. Ambassador to Israel
in a conversation with **Maj. Gen. (res.) Amos Gilead**,
Executive Director, Institute for Policy and Strategy (IPS),
Chairman, Annual Herzliya Conference Series,
Reichman University | 2024 Herzliya Conference

IPS Publications & Conferences

- Weekly collection of policy papers
- Conferences based on meticulous content management and production for optimal experiences for local and overseas participants. (All conferences include a summary of key insights and recommendations for distribution to the IPS community, media, and decision-makers in Israel and worldwide.)
- Briefings and interviews across various media outlets. (Special emphasis is placed on IPS's international profile by translating written publications, as well as recordings, and distributing them across foreign media outlets.)

Herzliya Conference

The annual Herzliya Conference on the balance of Israel's national security is IPS's flagship activity. The conference draws international and Israeli participants from the highest levels of government, business, and academia to address pressing national, regional, and global issues.

For more information:

<https://www.runi.ac.il/en/research/ips/pages/main.aspx>

● THE INTERNATIONAL INSTITUTE FOR COUNTER-TERRORISM (ICT)

The International Institute for Counter-Terrorism (ICT) is among the leading academic institutes for counter-terrorism in the world. Founded in 1996, the ICT has rapidly evolved into a highly esteemed global hub for counter-terrorism research, policy recommendations, and education.

The goal of the ICT is to advise decision-makers, initiate applied research, and provide consultation and education to address terror and its effects.

Within the constellation of topical research institutions worldwide, the ICT stands out as a benchmark institute through its:

- Acclaimed faculty and management team
- Dedicated focus on counter-terrorism policy
- Worldwide team of affiliates and strategic academic partners
- Interdisciplinary research
- Innovative policy solutions
- Original, "out-of-the-box" approach to policymaking through education
- "Real-world" pragmatic policy proposals and solutions
- World Summit on Counter-Terrorism—one of the most influential events in the field of counter-terrorism today
- Proactive solicitation of ideas to international decision-makers and leaders

For more information: www.ict.org.il



Mr. David Barnea, Head of the Mossad alongside **Prof. Uriel Reichman**, Founding President & Chairperson of the Board of Directors, Reichman University, Israel and **Prof. Boaz Ganor**, President of Reichman University and Founder of the International Institute for Counter-Terrorism (ICT) at the ICT's 22nd World Summit on Counter-Terrorism at Reichman University.



A prestigious panel unfolding Israel's security threats and counter-terrorism strategy at the ICT's 22nd World Summit on Counter-Terrorism at Reichman University, featuring **Lt. Gen. (Res.) Moshe "Bogie" Ya'alon**, Former Defense Minister and Chief of Staff of the Israeli Defense Forces, **Col. (Res.) Omer Bar Lev**, Former Minister of Public Security and Former Commander of Sayeret Matkal of the Israeli Defense Forces, **Maj. Gen. (Res.) Amos Gilead**, Executive Director of the Institute for Policy & Strategy (IPS) and Chairman of the Herzliya Conference Series, **Maj. Gen. (Res.) Aharon Ze'evi Farkash**, Former Head of the Military Intelligence Directorate of the Israeli Defense Forces, and **Maj. Gen. (Res.) Gershon Hacohen**, Former Commander of the Northern Corps of the Israeli Defense Forces.

● GOVERNMENT FACULTY

Many courses in the program are taught by the faculty members listed below.

Prof. Dmitry (Dima) Adamsky, PhD, University of Haifa, 2008

Head, Honors Track in Strategy & Decision-Making, Lauder School of Government

Areas of Interest

International Relations; International Security; Security & Intelligence Studies; Modern Military Thought; Arab-Israeli Conflict; U.S., Russian & Israeli National Security

Dr. Eitan Azani, PhD, Hebrew University of Jerusalem, 2005*

Head, Security Studies and Counter-Terrorism Track, Lauder School of Government (Hebrew Program); Acting Director, International Institute for Counter-Terrorism (ICT), Lauder School of Government; Col. (Res.), IDF; Director of Research, International Institute for Counter-Terrorism (ICT) at Reichman University

Areas of Interest

Global Jihad Organizations & Radical Islamic Movements; Iran, Hezbollah & Shi'ite Terrorism; Radicalization of Islamic Communities in the West; Terror Fundraising; Cyberterrorism

**Visiting Professor*

Prof. Amnon Cavari, PhD, University of Wisconsin-Madison, 2011

Head, The Institute for Liberty & Responsibility, Lauder School of Government

Areas of Interest

American Politics; Public Opinion; U.S.-Israel Relations

Dr. Leor Cohen, PhD, Bar-Ilan University, 2011

Coordinator, English for Government & Communications, Reichman University

Areas of Interest

Sociolinguistics; Discourse & Conversation Analysis

Prof. Sandra Destradi, Dr. Phil, University of Hamburg, 2010

DAAD Long-Term Guest Professor at Reichman University; Chair of International Relations, University of Freiburg

Areas of Interest

International Relations; Foreign Policy Analysis; International Dimensions of Populism; Global Governance; South Asia

Prof. Asif Efrat, PhD, Harvard University, 2009

Head, MA Program & MA Thesis Track, Lauder School of Government

Areas of Interest

International Law & Politics; International Cooperation; International Relations

Col. (Ret.) Miri Eisin

Former Deputy Head of the Combat Intelligence Corps, IDF; Former Personal Assistant, Director of Military intelligence; Former Israeli Prime Minister's advisor and international media spokesperson

Areas of Interest

The Israeli intelligence Community; Security and Geopolitics in the Middle East; Narratives and Media as a Dimension of Security and Warfare; Media in the Middle East and in the Israeli-Palestinian conflict

Prof. Boaz Ganor, PhD, Hebrew University of Jerusalem, 2002

President, Reichman University; Former Dean, Lauder School of Government; Founder & Executive Director, International Institute for Counter-Terrorism (ICT); Former Advisor to the Israeli Prime Minister on Counter-Terrorism

Areas of Interest

International & Localized Terrorism; Terrorism & Counter-Terrorism Strategies; Terrorism & the Media; Terrorism, Democracy & Public Opinion; Israel's Counter-Terrorism Strategies

Maj. Gen. (Res.) Amos Gilead

Executive Director, Institute for Policy & Strategy (IPS), Lauder School of Government; Chairman, Annual Herzliya Conference Series; Former Director, Policy & Political-Military Affairs, Israel Ministry of Defense; Former Chief, Intelligence Research & Analysis Division, IDF; Former Coordinator of Government Activities in the Territories; Senior Member of the Israeli Delegation to the Israeli-Jordanian/Palestinian Peace Talks; Former IDF Spokesperson; Former Military Secretary to Prime Minister & Minister of Defense, Yitzhak Rabin

Prof. Sivan Hirsch-Hoefler, PhD, University of Antwerp, 2008

Academic Director, Rabin Leadership Program, Lauder School of Government

Areas of Interest

Political Extremism & Violence; Collective Action & Social Movements; Political Behavior; Political Sociology, Religious & Ethnic Conflict

Prof. Liza Ireni-Saban, PhD, Tel Aviv University, 2006

Dean, Lauder School of Government

Areas of Interest

Public Administration; Public Policy & Ethics

Dr. Amichai Magen, JSD, Stanford University, 2009

Head, Diplomacy & Conflict Studies Specialization, MA Program in Government; Head, Governance & Political Violence Program, International Institute for Counter-Terrorism (ICT), Lauder School of Government

Areas of Interest

Liberty, Sovereignty, Democracy & the Rule of Law; Future of the Liberal International Order; Governance in Areas of Limited Statehood; Political Violence; EU External Relations & EU-Israel Relations

Dr. Yossi Mann, PhD, Bar-Ilan University, 2005

Head, Contemporary Middle East Track, Lauder School of Government

Areas of Interest

Oil; Energy; Saudi Arabia; Persian Gulf

Dr. Shavit Matias, PhD, George Washington University, 1997

Former Deputy Attorney General of Israel in Charge of International Issues & Advising the Prime Minister, Government, Cabinet & Ministries; Fellow, Hoover Institution, Stanford University

Areas of Interest

Globalization; National Security; International Negotiations; International Law; Diplomacy; Conflict Resolution

Prof. Rafi Melnick, PhD, University of California, Berkeley, 1979

Former President and Provost, Reichman University; Former Dean, Lauder School of Government; Former Deputy Director of Research, Bank of Israel

Areas of Interest

Monetary Economics; Inflation; Israeli Economy; Applied Econometrics

Prof. Alex Mintz, PhD, Northwestern University, 1981

Former Provost, Reichman University; Former Dean, Lauder School of Government; Former Chair, Annual Herzliya Conference Series; Former President, Israeli Political Science Association; Former Head, Initiative for an Inclusive Israeli Society; Director, Program in Political Psychology & Decision-Making (POPDM); Director, Behavioral Political Science (BPS) Lab; Director, Computerized Decision-Making Lab

Areas of Interest

Decision-Making; Political Psychology & Marketing; Behavioral Political Science

Prof. Assaf Moghadam, PhD, Tufts University, 2007

Head, Counter Terrorism Specialization, MA Program in Government

Areas of Interest

Violent Non-State Actors; Armed Conflict; Political Violence; Terrorism; Insurgency

Prof. Karine Nahon, PhD, Tel Aviv University, 2004

Head, Data, Government & Democracy Program, Lauder School of Government

Areas of Interest

Politics of Information & Information Politics; Power Dynamics & Network Gatekeeping in Social Media; Role of Virality & Information Flows in Elections & Politics

Prof. Liav Orgad, LL.D., Hebrew University of Jerusalem, 2011

Co-Director, Rubinstein Center for Constitutional Challenges, Radzyner Law School, Reichman University

Areas of Interest

Global Migration; Citizenship Theory; Constitutional Identity; International Human Rights Law; Political Theory; Nationalism & Minorities; Law & Technology

Amb. Mark Regev

Chairman, Abba Eban Institute for Diplomacy & Foreign Relations, Lauder School of Government; Former Senior Advisor for Foreign Affairs & International Communications to the Prime Minister of Israel; Former Israeli Prime Minister's Advisor & International Spokesperson; Former Israeli Vice Consul in Hong Kong; First Secretary in Beijing; Counsellor in Washington DC; Israeli Ambassador to the United Kingdom

Dr. Daphné Richemond-Barak, PhD, Tel Aviv University, 2010

Academic Director, RRIS Program in Government, Lauder School of Government

Areas of Interest

Role & Status of Non-State Actors; Asymmetric Warfare & the Morality of War; International Court of Justice; Relationship Between International Law & International Relations; Human Security

Dr. Alisa Rubin, PhD, Harvard University, 1994

Academic Director, Argov Fellows Program in Leadership & Diplomacy, Reichman University

Areas of Interest

International Political Economy with a Focus on the Middle East; Business-Government Relations; Globalization

Dr. Jennifer Shkabatur, JSD, Harvard Law School, 2012

Head, Global Impact Studies Cluster, MA Program in Government, Lauder School of Government

Areas of Interest

Information Technologies & Their Influence on Governance & Political Action; Open Government Policies; Online Political Campaigns; the Role of New Technologies in Developing Countries

Dr. Lesley Terris, PhD, Tel Aviv University, 2008

Former Vice Dean, Lauder School of Government; Former Academic Director, RRIS Program in Government

Areas of Interest

Conflict Processes; Negotiation & Mediation in International Conflicts; Study of International Politics through Simulations

Prof. Gabriel Weimann, PhD, Hebrew University of Jerusalem, 1982

Areas of Interest

Study of Persuasion & Influence; Modern Terrorism & the Mass Media; Online Terrorism & Cyberterrorism

Dr. Dana Wolf, SJD, American University Washington College of Law, 2015

Head, Diplomacy and Global Affairs Track, Lauder School of Government

Areas of Interest

Public International Law; Conflict Resolution & Negotiation

Prof. Moshe Maor, PhD, LSE, 1992

Head, Public Policy and Administration, BA Program in Government, Lauder School of Government; Head, Public Policy & Political Marketing, MA Program in Government

Areas of Interest

Policy Process; Bureaucratic Politics; Comparative Politics; Israeli Politics



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For more information:

<https://www.runi.ac.il/en/schools/rris/graduate/one-year-mba/>

● MA IN FINANCIAL ECONOMICS ACCELERATED PROGRAM

Exceptional Business and Economics students may be accepted into the accelerated track, which enables them to complete their BA and the MA in Financial Economics in four years. Students can apply to this program in the second year of their BA studies.

The MA in Financial Economics is designed to provide students with in-depth knowledge in finance and economics, a solid understanding of financial markets, and analytical tools that enable them to excel in the dynamic global business environment. The curriculum includes micro and macroeconomics foundations, financial theory, investments, and data analytics, as well as advanced elective courses in corporate finance, valuation, risk management, monetary policy and asset pricing. It also includes a new and expanding fintech specialization focusing on data science applications in the financial space.

The program trains students to fill diverse positions in financial markets. Graduates have gone on to work as financial analysts at investment firms, VCs, and private equity firms; as data analysts at fintech companies; economic and strategic consultants, as well as senior economists and researchers for regulatory bodies. Our alumni work in the private and public sectors, and are employed by Citi, Papaya, Deloitte, and the Bank of Israel, among many others. Some have continued on to PhD programs at top American and European universities. The program is open to Israeli and International students and is fully taught in English.

For more information:

<https://www.runi.ac.il/en/schools/rris/graduate/ma-financial-economics/>



APPLICATION AND ADMISSIONS PROCESS

1. Application Form and Fees

Please apply using our online application form.

A non-refundable application fee of \$100 USD is required.

2. High School Grades

Applicants must submit official copies of their high school transcripts and diplomas. Applicants in their final year of high school may submit partial transcripts. Acceptance of these applicants is contingent upon receipt of final transcripts that show they graduated and that their final grades are similar to those earned in previous semesters. Applicants who have completed at least 30 credits at university or community college may submit those transcripts in lieu of high school transcripts and a standardized test.

Applicants applying to quantitative degree programs will still be required to submit their high school transcripts, even if they have completed 30 or more university/college credits.

3. Recommendations

Applicants must submit two letters of recommendation from individuals who can attest to their strengths, capabilities, and academic abilities. Evaluators can be teachers, educators, counselors, employers, or army supervisors (or any supervisors). The recommendation letters can be in either English or Hebrew and must be submitted directly by the recommender to the appropriate admissions officer or to rris.registrar@runi.ac.il. Emails with the recommendation letters should include the name of the applicant and program to which they are applying.

4. Essay

Applicants are required to submit a 250–500 word essay in English explaining why they would like to study in Israel and at Reichman University, and why they chose to apply to the particular academic program. The essay should be uploaded to the online registration form.

* Applicants interested in degrees offered by the School of Entrepreneurship or the School of Computer Science must complete an additional questionnaire.

5. Curriculum Vitae (CV) or Resume

Applicants are required to submit a CV (in English) detailing their educational history, volunteering activities, involvement in youth groups, army history, gap year, and any employment details (if applicable). The CV should be in a professional CV format, bear the candidate's full name, and be uploaded to the registration form.

6. English Proficiency

The Raphael Recanati International School's academic curriculum is taught entirely in English. Graduates of high schools in which English was not the primary language of instruction are required to pass an English proficiency exam. If available, the exam results should be uploaded to the online registration form. Depending on their test scores, students may be required to take English classes during their first year of studies.

There are four different English levels:

- Exemption – Students are exempt from any further English proficiency requirements.
- Advanced II – Students are required to take and pass one English proficiency course during their first year at Reichman University.
- Advanced I+II – Students are required to take and pass two English proficiency courses during their first year at Reichman University.
- English Mechina (preparatory course) – Students are required to take and pass the Reichman University English preparatory summer course prior to the start of the academic year, as well as two English proficiency courses during their first year of studies.

The RRIS at Reichman University accepts the following English proficiency exams:

- a. TOEFL (Test of English as a Foreign Language):
www.toefl.org
- b. IELTS (International English Language Testing System):
www.ielts.org
- c. Cambridge English Assessment (CAE or CPE):
www.cambridgeenglish.org
- d. AMIRAM:
<https://www.nite.org.il/other-tests/amirnet/?lang=en>

7. Standardized Tests

For the 2026–27 year, Reichman University will be test-optional for those who graduate from high schools in the U.S. or Israel (normally required to submit SAT, ACT, or Psychometric exam scores). Where it is possible to test, we recommend to do so, as it gives the RRIS Admissions Office an added quantitative ability to assess an applicant's math level. However, candidates will not be penalized for skipping the testing. Anyone who has completed at least one year of university-level studies with distinction is not required to submit a standardized test. **Please make sure to check with the admissions office before applying, regarding your testing decision and status.**

SAT <http://www.collegeboard.com>

The Reichman University SAT code is 4267

ACT <http://www.act.org>

The Reichman University ACT code is 5385

8. Transfer Students

In order to receive credits or exemptions for courses taken at another accredited academic institution, students must submit a detailed syllabus in English for each course for which they are requesting credit and/or an exemption. Applicants can only submit credits for approval once they have been accepted and confirmed their place in their chosen class by paying the \$1,050 USD confirmation fee. Reichman University is not obligated to grant credit for courses taken at other academic institutions. In order to be eligible for a degree from Reichman University, students must earn at least 60% of their credits at Reichman University and must be enrolled at Reichman University for a minimum of two years.

Reichman University will only consider awarding credit for courses taken within five years of a student's request.

9. Deadline

All forms and documents must be submitted to the Raphael Recanati International School's Admissions Office by **July 15, 2026**. Applications will not be reviewed or considered until all required documents are submitted. Applications submitted after this date will be reviewed based on availability, and admission will be subject to compliance with the admissions requirements, as well as the approval of the Admissions Committee. Applicants who apply after **July 15, 2026** may also be placed on a waiting list.

10. Admissions Decisions

Admissions decisions are based on a combination of academic and personal criteria: high school grades; standardized test scores (if applicable); letters of recommendation; curriculum vitae (resume); and a personal essay.

The RRIS has a rolling admissions process, and applicants should receive a response within two weeks of the date they submitted all required application materials.

Online registration:

<https://forms.runi.ac.il/#/Public/Registration?lang=en&form=BA>



PREPARATORY COURSES

The RRIS curriculum includes preparatory courses that take place before the academic year begins, which are designed to teach new students various skills that will allow them to succeed in their studies.

1. Preparatory Mathematics Course for Business Administration/Economics

Students in the following degree programs are required to participate in the mathematics preparatory course and pass its final exam, unless stated otherwise in their acceptance letter:

- Business Administration
- Double major in Business Administration and Economics
- Double major in Economics and Entrepreneurship with Data Science
- Double major in Entrepreneurship and Business

Course topics:

- Basic Algebraic Operations
- Algebraic Identities
- Solving Equations & Inequalities
- Linear & Quadratic Functions
- The Cartesian Coordinate System (the XY-plane)
- Logarithms & Exponents: Basic Techniques & Equations
- Differentiation Techniques & Applications of the Derivative
- Limits of Functions
- Graphing Functions
- Arithmetic & Geometric Sequences

We strongly recommend reviewing the subjects listed above, as some previous knowledge is assumed.

Course length: 80 academic hours (15 sessions)

2. Mathematics Refresher Course for Computer Science

We offer our applicants an online refresher course to bridge the gap between their high school mathematics and university studies. Participation in the refresher course is **mandatory** for all applicants admitted to the Computer Science degree or the double major degree in Computer Science and Entrepreneurship.

Course topics:

- Basic Algebraic Equations
- Arithmetic Sequences
- Geometric Sequences
- Trigonometric Identities
- Functions

Course length:

36 academic hours (six online sessions)

3. Preparatory Mathematics Course for Computer Science or Entrepreneurship & Computer Science

Applicants who have been admitted to the **BSc degree in Computer Science** or the **double major program in Entrepreneurship & Computer Science** are required to participate in the mathematics preparatory course for Computer Science and pass its final exam.

Course topics:

- Equations of One or Two Variables
- Linear Equations
- Quadratic Equations
- Equations of a Higher Degree
- Equations with Parameters
- Equations with Radicals
- Polynomial Division
- Inequalities (linear, quadratic, higher degree, with quotients, with absolute value, and/or systems)
- Exponents & Logarithms (properties, equations, inequalities)
- Basic Functions: Linear & Quadratic
- Sequences (arithmetic, geometric, recursive)
- Complex Numbers
- Limits
- Derivatives (definition, application)
- Function Investigation: Polynomials; Rational Functions; Radicals; Exponential & Logarithmic Functions Including Parametric Problems
- Trigonometric Identities & Equations

Course length: 100 academic hours (17 sessions)

4. Preparatory programming course for Computer Science or Entrepreneurship & Computer Science

Applicants admitted to the **BSc degree in Computer Science** or the **double major degree in Entrepreneurship & Computer Science** are required to attend a programming preparatory course. The course's purpose is to provide participants with basic programming skills and prepare them for the mandatory "Introduction to Computer Science" course offered in the fall semester.

This is an introductory course that requires no prior knowledge or background in programming, but the fundamental topics are studied at a fast pace. Participation in the course is **mandatory**.

Course topics:

- Basic Data Types
- Variables
- Logic & Arithmetic Expressions
- Control Structures (if, while, for)
- One-dimensional Arrays
- Writing, Documentation, and Testing Computer Programs in Java

Course length: 40 academic hours (10 sessions)

5. Preparatory English course

This course is designed to prepare non-native speakers for academic studies in English. Depending on previous studies and their level of English proficiency (demonstrated in an English proficiency exam), students may be required to participate in the English language preparatory course.

Applicants' acceptance letters will state whether they are required to take this course.

Course length: 33 academic hours (11 sessions)



TUITION AND EXPENSES (COA)*

Tuition

\$18,200 USD per year

- * There is an additional \$300 USD fee for materials in the Schools of Communications, Computer Science, Entrepreneurship, and Psychology.

Health Insurance (optional)

4,970 NIS per academic year

Reichman University Dorms (optional)

\$910 or \$1,060 USD per month*

- * Depending on choice of dorm

Dorms Security Deposit

\$1,500 USD

Reichman University dorm fees include maintenance fees, municipal taxes, security, cleaning of shared areas, WiFi, and cable. They do not include utilities and personal living expenses. For the first year, the rental period begins the day the students check into their apartments and goes through September 30th of the following year. Every year after that, the contract is for 12 months.

Laptop Requirement and Information Security

Prospective applicants understand that, should they commence their studies as students at the University, they are expected to bring their personal laptop computer to classes, examinations, or any other academic assignment, in accordance with the requirements presented during the course of study.

Students are responsible for ensuring that their laptop is in proper working condition and ready for use, including the completion of all required updates and installations. Students are required to use their personal computer in compliance with the University's guidelines, including those relating to information security, data protection and privacy, copyright, and related matters.

Additional Expenses

Students are responsible for their airfare to and from Israel. Students should expect to spend about \$600–880 USD monthly for food, travel, and other basic expenses. Please note that tuition does not include the cost of the textbooks. A nominal fee is charged for some RRIS social and cultural events.

Tuition Payment Arrangements

A **\$1,050 USD** tuition down payment must be made within the time stipulated in the email you receive with your acceptance letter, in order to reserve a place in the class. **This down payment is the first tuition payment.**

A Student Information Booklet containing details on how to pay the down payment, as well as the remainder of the tuition, will be available online, and be included with the acceptance letter.

The tuition down payment will be fully refunded to those who decide not to enroll if they inform the Raphael Recanati International School of their decision in writing by July 15, 2026.

** All rates are subject to change due to fluctuations in currency exchange rates.*



RAPHAEL RECANATI INTERNATIONAL SCHOOL STAFF



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Head of the Raphael Recanati International School
Reichman University VP

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Director, Raphael Recanati
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RECRUITMENT AND ADMISSIONS



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Or Arfi

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Recruitment for BA Programs
BA Communication; BA Psychology

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Shelly Hanani

Admissions & Recruitment Coordinator:
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Innovation, PhD Government, Study Abroad

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Emmanuelle Sarfati

Admissions & Recruitment Coordinator:
BA Business Administration, BA Business
and Economics, BA Entrepreneurship
and Business

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Jessica Dana

Admissions & Recruitment Coordinator:
BSc Computer Science,
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Entrepreneurship with Data Science

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RECRUITMENT AND ADMISSIONS



Valerie Susskind

Deputy Head of Admissions & Recruitment for MA Programs
MA Government; HCI; MSC Machine Learning & Data Science

valerie.susskind@runi.ac.il

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Delissa Fisher

Admissions & Recruitment Coordinator:
MA Financial Economics;
One-Year MBA;
MA Behavioral Economics; Global MBA

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Financial Aid Manager, US

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STUDENT AFFAIRS AND WELL-BEING



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Ethel & Leonard Tigay Orientation Trip to the Negev for more than 500 new students.
Funding for this trip was provided by the Ethel and Leonard Tigay Family Cultural Education Program.



ACADEMIC CALENDAR*

2026-2027 | תשפ"ז

Orientation week	Oct 11-16, 2026
Fall semester begins	Oct 18, 2026
Memorial Day for Yitzchak Rabin Z"L	Oct 22, 2026
Hanukkah vacation	Dec 6, 2026
Fall semester ends	Jan 15, 2027
Fall exams begin	Jan 17, 2027
Spring semester begins	Mar 7, 2027
Purim vacation	Mar 23, 2027
Passover vacation	Apr 18-30, 2027
Studies resume	May 2, 2027
Eve of Holocaust Memorial Day	May 3, 2027
Holocaust Memorial Day ceremony	May 4, 2027
Israel Memorial Day ceremony	May 10, 2027
Eve of Israel Memorial Day	May 10, 2027
Israel Memorial Day	May 11, 2027
Israel Independence Day	May 12, 2027
Memorial Day ceremony for Ethiopian Jews who perished on their way to Israel	Jun 3, 2027
Shavuot vacation	Jun 10-11, 2027
Graduation ceremony (2026)	TBD
Honorary Fellowship & Outstanding Researchers and Lecturers ceremony	TBD
Students' Day	TBD
Spring semester ends	Jun 18, 2027
Spring exams begin	Jun 20, 2027
Summer semester begins (optional)	Jul 25, 2027
Summer semester ends	Sep 10, 2027
Summer exams begin	Sep 12, 2027

* There may be further changes and updates depending on campus needs

Design	Guy Tamir, guy@2plustudio.com
Production	Liron Tzour, Or Rotlevy
Editor	Talia Blatman
Photography	People Photography, Stravo, Oren Shalev, Rami Sinai, Adi Cohen Zedek, Amit Geron, Liron Tzour, Or Rotlevy

ISRAEL

The Raphael Recanati International School
Reichman University

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Reichman University - International School



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The Reichman Shop
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