

Adelson School of Entrepreneurship

Double Major B.A. in Entrepreneurship and Business Administration

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

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A great deal of effort has been expended in preparing this handbook, in order to ensure that its content is complete and accurate. However, changes and alterations to the information are possible. The Reichman University Academic Authorities may cancel, alter or add courses and/or specialization programs, and generate changes in the times of lectures or in the assigned lecturer. Such changes will be published over the course of the year by various means, such as the online handbook on the Reichman University website, and will apply to all Reichman University students, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

Undergraduate Double Major B.A: Entrepreneurship and Business Administration

The curriculum of the double major in Entrepreneurship and Business Administration includes two main components:

1. Training in the field of Entrepreneurship to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Business Administration to earn a Bachelor of Arts (B.A) degree.

The double major program in Entrepreneurship and Business Administration is intended for students who are interested in establishing new innovative startups or new initiatives within organizations. The curriculum will provide students with practical tools and skills for building prototypes of innovative technological products, as well as for designing a business plan with the guidance of leading mentors from the Israeli startup community, entrepreneurs, and investors.

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

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

1. Training in the field of Entrepreneurship to earn a Bachelor of Arts (B.A) degree.
2. Training in the field of Computer Science to earn a Bachelor of Science (B.Sc.) degree

The double major program in Entrepreneurship and Computer Science prepares its graduates to successfully address the analytical and technical challenges they will face in their future work, operate in teams, and manage all aspects of starting up new innovative businesses or new projects within organizations. The program combines in-depth theoretical study and practical experience in developing a venture or business initiative. This is done with the guidance of leading mentors from the Israeli startup community

Program of Studies

Double Major B.A. in Entrepreneurship and Business Administration

First Year / Entrepreneurship

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

Fall Semester Courses

3912	First Hand Entrepreneurship – A	3	2	3	
26002	Computational Thinking and Programming	3	1♣	4	
3913	Research Methods For Entrepreneurs	2		2	

Spring Semester Courses

3085	Innovation and Intrapreneurship Within O✦	3		3	
2686	Data Science	3	1♦	4	
3033	Presentation Workshop	2		1	

- ♣ 8 recitations only in 2023
- ♦ The recitation will be held once every two weeks.
- ✦ The course will be taught on the 1st and 2nd year only in 2023.

First Year /Business Administration

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

Fall Semester Courses

709	Advanced English I	4		0
2379	Mathematics I	4		4
2316	Statistics I ¹	6		6
43	Principles of Marketing Management	4		4

Spring Semester Courses

710	Business- Advanced English II	4		2
2380	Mathematics II	3		3
42	Fundamentals of Finance	4	1 no credit	4
2341	Statistics II	5	1 no credit	5

Total Semester Hours				43
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♦ the recitation will be held once every two weeks.

Second Year / Entrepreneurship

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

Fall Semester Courses

3064	UX/UI and Prototyping	3		3	
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3088	Legal and Tax Aspects of Entrepreneurial Ventures ♦ ♦	3		3	
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Spring Semester Courses

3085	Innovation and Intrapreneurship Within Organizations ♦	3		3	
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3065	Product Management	3		3	
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2680	Digital Marketing For Entrepreneurs	2	1 ♦	3	
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♦ The course will be taught on the 1st and 2nd year only in 2023

♦ ♦ The course will be taught on the 2nd and 3rd year only in 2023.

♦ The recitation will be held once every two weeks

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

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

Fall Semester Courses

3066	Impact Entrepreneurship	3		3	
3413	Ed Tech Entrepreneurship	3		3	
3068	Real Estate Entrepreneurship	3		3	
3733	Consumer products entrepreneurship	3		3	
3734	CannabisTech	3		3	
3736	The Playtika Gaming Vertical	3		3	

Spring Semester Courses

3076	Fintech Entrepreneurship	3		3	
3071	BioTech Entrepreneurship	3		3	
3067	Internet & New Media Entrepreneurship	3		3	
3074	GreenTech & CleanTech Entrepreneurship	3		3	
6919	Venture Capital Investments	3		3	

Second Year /Business Administration

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

Year Long Courses

2321	Marketing Research Ms. Dena Yadin	4		4
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Fall Semester Courses

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

Spring Semester Courses

2363	Business Economics Macro Mr. Ido Isdorfer	4		4
2304	Quantitative methods in finance Mr. Rotem Nitzan	4		4

Total Semester Hours	47
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♦ the recitation will be held once every two weeks.

Third Year / Entrepreneurship

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

Year Long Courses

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

3087	Venture Creation : Acceleration Capstone Project : A	6		6	
3416	Accelerator Track	6		6	
3925	Leading Innovation within Organization Track	6		6	
3737	Entrepreneurship Seminar*	6		6	

* Students who are planning to participate in an exchange program abroad, will be taking this seminar

Fall Semester Courses

3415	Decision Making for Entrepreneurs	3		3	
3088	Legal and Tax Aspects of Entrepreneurial Ventures	3		3	

Spring Semester Courses

3090	Workshop: Ethics■	2		1	
3091	Workshop: Dealing and Coping with Failure■	2		1	
3088	Legal and Tax Aspects of Entrepreneurial ♦ ♦	3		3	

♦ ♦ The course will be taught on the 2nd and 3rd year only in 2023
 ■ 6 meetings

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

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

Fall Semester Courses

2437	Growth Strategies - Advanced digital marketing for entrepreneurs	3		3	
2441	Web applications for Entrepreneurs	3		3	
2447	Branding and storytelling for new ventures	3		3	
6920	Venture Creation Game-Based Learning	3		3	

Spring Semester Courses

2436	Business Analysis for Entrepreneurs using Data Science	3		3	
2442	From sales to customer success	3		3	
2443	Value Creation and Project Management	3		3	
3352	Digital Leadership	3		3	

Third Year /Business Administration

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

One year course:

2068	Finance Seminar Prof. Kogan Shimon	4		4
2342	Seminar: Marketing Project Dr. Talia Rimon	6		6

Spring Semester Courses

2234	Business Law Mr. Slawotsky Joel	4		4
3205	Business Ethics Dr. Yulia Shmir	2		2

Total Semester Hours

Introduction

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

Head of International Undergraduate Program – Dr. Gali Einav (Entrepreneurship), Prof. Tal Moran (Computer Science)

The double major program in Entrepreneurship and Computer Science prepares its graduates to successfully address the analytical and technical challenges they will face in their future work, operate in teams, and manage all aspects of starting new innovative businesses or new projects within existing organizations. The program combines in-depth theoretical study and practical experience in developing a venture or business initiative.

Entrepreneurship

Entrepreneurship first year curriculum is focused on introductory courses including “First Hand Entrepreneurship”, a yearlong course which provides both academic and practical stepping stones into the entrepreneurial ecosystem. Second year courses are dedicated to acquiring an entrepreneurial tool set including Product Design, Digital Marketing and Legal and Financial Issues for Entrepreneurs. In addition, students choose two specialized entrepreneurial vertical courses. Subjects include Real Estate Entrepreneurship, Internet Entrepreneurship, Biotech Entrepreneurship and Social Entrepreneurship. The third and final year includes a capstone yearlong venture creation project.

Computer Science

The Computer Science curriculum first year courses focus on required fundamentals of math and computer science courses.

Second year courses include the continuation of strengthening of math and computer science skills. As part of the mandatory courses in computer science this year, the student must choose one of two mandatory courses:

- Digital Systems Construction
- Digital Architectures this lesson has a recitation

Third year studies include one required computer science courses, an additional required course selected by the student and two elective courses in computer science.

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

- Advanced Programming
- Machine Learning from Data
- Computer Networks

Student can choose Advanced Programming or Machine Learning from Data at their second year.

CS Important Information

- To pass CS courses you must get at least 60 in the final exam.
- Within the **elective computer science courses** you may choose a guided field project, either a personal project or a lab project.
You cannot execute more than one guided field project. If a student did more than one guided field project, one of them will be added to the extra courses and won't be listed on the main transcripts of grades. The Media Innovation Lab (Milab) and InGame are considered guided field projects.
- As part of computer science elective courses, 3rd year students may register to MSc elective courses. You can find the list of M.Sc. courses is updated in the student handbook.
A student who has completed one or more MSc elective courses may request, at the end of his/her degree, to convert only one of them into a binary grade.

Total credits: 141

Domain	Course type	First Year	Second year	Third year	Total
Entrepreneurship	Mandatory course (including English)	11	20	7	38
	Elective courses (Verticals)		6		6
	Advanced Elective courses - Entrepreneurship			6	6
	General courses		2	2	4
	Annual seminar			6	6
Total Entrepreneurship Credits		11	28	21	60
Computer Science		46	21	8	75
	CS Elective courses			6	6
Total Computer Science Credits		46	21	14	81
Total credit for the degree		56	49	36	141

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

Academic English Requirements

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

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

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

First Year / Entrepreneurship

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

Fall Semester Courses

3912	First Hand Entrepreneurship – A	3	2	3	
3913	Research Methods For Entrepreneurs	2		2	
110	English for CS Advanced 2	3		2	

Spring Semester Courses

3085	Innovation and Intrapreneurship Within O+	3		3	
3033	Presentation Workshop	2		1	
110	English for CS Advanced 2	3		2	

- ◆ 8 recitations only in 2023
- ◆ The recitation will be held once every two weeks.
- ◆ The course will be taught on the 1st and 2nd year only in 2023.

First Year / Computer Science

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

Second Year / Entrepreneurship

Mandatory Courses

Fall Semester Courses

3064	UX/UI and Prototyping	3		3
3088	Legal and Tax Aspects of Entrepreneurial Ventures✦✦	3		3
26011	Financial Management and Entrepreneurial Finance	3		3

Spring Semester Courses

3085	Innovation and Intrapreneurship Within Organizations✦	3		3
3065	Product Management	3		3
2680	Digital Marketing For Entrepreneurs	2	1♦	3
3417	Data Science Implementation for Entrapreneurship	3	1♦	3
6804	Accounting Skills for Entrepreneurs♦♦	2		1

✦ The course will be taught on the 1st and 2nd year only in 2023.

✦✦ The course will be taught on the 2nd and 3rd year only in 2023.

♦ The recitation will be held once every two weeks.

♦♦ The course will be held once every two weeks.

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites
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Elective Courses (Verticals)

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

Fall Semester Courses

3066	Impact Entrepreneurship	3		3	
3414	Cyber and Enterprise Software Entrepreneurship	3		3	
3068	Real Estate Entrepreneurship	3		3	
3733	Consumer products entrepreneurship	3		3	
3734	CannabisTech	3		3	
3736	The Playtika Gaming Vertical	3		3	

Spring Semester Courses

3076	Fintech Entrepreneurship	3		3	
3071	BioTech Entrepreneurship	3		3	
3067	Internet & New Media Entrepreneurship	3		3	
3074	GreenTech & CleanTech Entrepreneurship	3		3	
6919	Venture Capital Investments	3		3	

Second Year / Computer Science

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

77	Algorithms	3	2	5	Discrete Math Data Structures Logic and Set Theory
109	Introduction To Probability	3	2	4	Discrete Math Calculus I

Spring Semester Courses

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

Computer structure courses – 4 credits

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

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

Fall Semester Courses

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

Elective -1 of 3 compulsory courses (2nd and 3rd Year Courses)

As part of the double major curriculum, the students must pick one out of three mandatory Computer Science courses: Second year courses (offered in the 2022-23 school year): "Advanced programming" OR "Machine Learning", Third year course (will be offered in the 2023-2024 school year): "computer Networks"

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

Fall Semester Courses

3030	Advanced Programming	3	1	4	Int. to CS
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Spring Semester Courses

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

Total Credits				25 (including the elective course
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▲ Course "Computer Networks" you can choos only on your 3rd year of studies

Third Year / Entrepreneurship

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

Year Long Courses

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

3087	Venture Creation : Acceleration Capstone Project : A	6		6	
3416	Accelerator Track	6		6	
3925	Leading Innovation within Organization Track	6		6	
3737	Entrepreneurship Seminar*	6		6	

* Students who are planning to participate in an exchange program abroad, will be taking this seminar

Fall Semester Courses

3415	Decision Making for Entrepreneurs	3		3	
3088	Legal and Tax Aspects of Entrepreneurial	3		3	

Spring Semester Courses

3090	Workshop: Ethics■	2		1	
3091	Workshop: Dealing and Coping with Failure■	2		1	
3088	Legal and Tax Aspects of Entrepreneurial Ventures♦♦	3		3	

♦♦ The course will be taught on the 2nd and 3rd year only in 2023
■ 6 meetings

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

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

Fall Semester Courses

2437	Growth Strategies - Advanced digital marketing for entrepreneurs	3		3	
2441	Web applications for Entrepreneurs	3		3	
2447	Branding and storytelling for new ventures	3		3	
6920	Venture Creation Game-Based Learning	3		3	

Spring Semester Courses

2436	Business Analysis for Entrepreneurs using Data Science	3		3	
2442	From sales to customer success	3		3	
2443	Value Creation and Project Management	3		3	
3352	Digital Leadership	3		3	

Third Year / Computer Science

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

644	Computability and Complexity	3	1	4	Automata And Formal Languages
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1 of 3 compulsory courses (2nd and 3rd Year Courses)

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

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

Fall Semester Course

592	Computer Networks	3	1	4	Algorithms Operating Systems
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Computer Science Elective Courses²

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

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

Fall Semester Courses

3119	Guided Project ▲ ■ Faculty Staff	3		3	1 st year courses and Guidance approval
3354	3D Animation with Unreal Engine	3		3	
3169	Artificial intelligence and Morality	3		3	

² The CS elective courses are offered in English. Students are welcome to choose a course offered in Hebrew, as detailed in the handbook of the Hebrew program.

3598	Deep Learning and Image Understanding●●●	3		3	Machine Learning from Data
3620	Statistics and Data Analysis ●●●	3	1	4	Introduction To Probability
3626	Blockchain and Cryptocurrency●●	3		3	
3639	Recommendation Systems ●●	3		3	Machine Learning from Data

Spring Semester Courses

3125	Object Oriented Programming with C# and .NET	3		3	Middle Semester Exam (date will be published)
3128	Build your Own Computer	3		3	Digital Architectures
3157	Internet of Things (IoT): Hands On	3		3	
3327	Numerical Optimization with Python ●	3		3	
3523	Natural Language Processing●●	3		3	Algorithms Machine Learning from Data

3676	Advanced Statistics●●	3		3	Calculus II Linear Algebra Introduction To Probability Register only with lecturer approval.
3945	Advanced Machine Learning ●●● Dr. Leon Anavy	3	1	3	Machine Learning from Data
3959	Text Retrieval and Search Engines (E)●●	3		3	Algebra 1+2 Introduction to CS Introduction To Probability

Total Credits-CS

10

- ▲ For 3rd year students only. The course is on a personal guidance basis and is spread over the entire academic year.
- ▣ Please note: a student can only register to **one guided project during his/her degree.**
("Ingame Workshop" (3134) and "Guided Field Project-Media Innovation Lab" (3120) Are considered guided projects)
- This course is part of the M.Sc. curriculum, and is open for B.Sc. students.
- This course is part of the M.Sc. curriculum, and is open for B.Sc. students with a total GPA of 75 and above.
- This course is part of the M.Sc. curriculum, and is open for B.Sc. students with a total GPA of 80 and above.

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

Exam Schedule

The dates of the examinations can be found on the Reichman University website under Students > Student Information > Course Catalog, Student Regulations and Syllabus > Search Exams

A personal examinations schedule is published at the Student's Information website (My IDC).