

Arison School of Business

BA in Business Administration

Prof. Zvi Eckstein
Dean

Dr. Yaron Timmor
Associate Dean / Raphael Recanati International School Academic Advisor

Ms. Carine Katz
Head of Student Administration

Ms. Davina Lifshits
Executive Administrator

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. Such changes, which will be published during the course of the year via various means, such as, the handbook on the IDC Herzliya website, will obligate the entire student body.

Furthermore, changes published through notifications and circulars will obligate the entire student body.

The IDC Herzliya Academic Authorities are at liberty to cancel, alter or add studies subjects and /or specialization programs, and to generate changes in the times of lectures or in the manning of the subject instructor posts, at its discretion. These changes apply to all IDC Herzliya students, including students of the Raphael Recanati International School, unless specified otherwise.

This Student Handbook has been especially prepared for the Raphael Recanati International School and includes translations of relevant sections of IDC Herzliya's Hebrew Student Handbook. If any discrepancies are found between the two, the Hebrew version will take precedence. Certain sections of the Hebrew version pertain specifically to law students and thus may be disregarded by students of the International School.

The curriculum of the Arison School of Business comprises a core program – which includes mandatory courses in Mathematics, Statistics, Economics and Business Administration and in addition, a major is chosen from two fields: Finance or Marketing. During the course of studies, in accordance with the chosen major, students participate in preparing strategic marketing and financial plans for companies. Honor students may apply for a one semester student exchange program at a leading Business Administration school abroad.

Honor students may also apply for the Zell Entrepreneurship program during their final year of studies (further details can be found in the Zell Entrepreneurship study program).

The undergraduate program leading to a BA in Business Administration consists of 120 credits and is designed to be completed over a period of three years (six semesters).

Major in Marketing

Head of the Program: Dr. Talia Rymon

The Major in marketing combines advanced marketing courses in the Business Administration track towards a B.A degree. A major in marketing provides extensive knowledge on all the diverse marketing activities, acquaintance with and understanding of the modern marketing: customized marketing, interactive and integrative marketing. The study method combines lectures presenting state-of-the-art theories and research with case analyses, guest lectures and work on applicative projects with leading companies in the market. The Major includes up-to-date courses such as Social Networks, Marketing in the Far East, Sports Marketing, Creativity Thinking and Marketing and Global Marketing.

This Major program also includes unique seminars for honor students conducted in close cooperation with L'Oréal and Mercedes, and a Marketing Communication seminar in which students are competing for the Marketing Agencies Associations Global Academic Challenge. The L'Oréal and Mercedes seminars are taught in Hebrew, but the projects can be submitted in English.

The graduates of this program will be able to begin a career in the field of marketing and join companies and organizations as marketing managers, marcomm managers, product managers or brand managers. Furthermore, the graduates of this program will be able to join companies that provide marketing services such as advertising, public relations, marketing consultancy services and marketing research firms as consultants, analysts, researchers, planners and account executives.

Major in Finance

Head of the Program: Dr. Shimon Kogan

The Major in Finance integrates advanced finance courses with studies towards a B.A degree in Business Administration. The major in finance prepares students to succeed in lucrative positions at financial institutions, such as banks and insurance companies, as well as in the financial departments of corporations and consulting firms.

The growing globalization of the markets and the stock exchanges as well as the multitude of new and sophisticated financial tools, have compelled companies to use high-level financial techniques. Without the use of the most advanced tools for pricing assets, raising capital, selecting projects for investment, risk management, mergers and acquisitions, companies cannot survive in the competitive market.

2014/2015

The program balances between theoretical foundations and practical courses and includes courses on corporate financing, asset investments and derivatives, financial risk management and investment portfolio management. Students apply all this in a seminar in which they complete a consulting project, either evaluating a company or researching performance in the capital market. In addition to preparing students for successful careers, the major in finance teaches them how to manage sources of capital.

Major in Entrepreneurial Management

Head of the Program: Dr. Yossi Maaravi

The specialization exposes students to the content and terminology of the entrepreneurial eco-system and provides practical tools and experiential learning in the local start-up environment. The curriculum is based on the years of experience with the Zell Entrepreneurship Program and can be viewed as a building block for application to the program. Moreover, the specialization bolsters valuable skills relevant for working in a high-tech company or starting a venture. The program balances between theoretical study and experiential learning and includes the global challenges of the 21st Century, fundamental courses in entrepreneurial strategic thinking, legal and financing aspects of startup ventures, team building, business model innovation and more.

Program of Studies

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Hours	Prerequisites	Final Course Assignment
709	Business Communications I Ms. Miriam Symon	4*		4		Exam
7	Microeconomics Group I – Prof. Abraham Bertisch Group II – Dr. Tal Sadeh	4*		4		Exam
10	Mathematics I Mr. Hever Schulberg	4*	2 Optional no credit	4		Exam
2234	Business Law Adv. Joel Slawotsky	4*	2 no credit	4		Exam
27	Statistics I Dr. Ran Elkon	4*		4		Exam
2235	Management Skills Dr. Tal Katz-Navon	3*		3		Exam
710	Business Communications II Ms. Miriam Symon	4**		4	Business Communications	Exam
8	Macroeconomics Group I – Prof. Abraham Bertisch Group II – Dr. Tal Sadeh	4**		4	Microeconomics	Exam
11	Mathematics II Mr. Hever Schulberg	3**		3		Exam
42	Fundamentals of Finance Prof. Assaf Eisdorfer	4**	1 no credit	4		Exam
2245	Business Management in the Digital World Dr. Amir Etziony	3**		3		Exam
43	Principles of Marketing Management Dr. Tamir Gedo	4**		4		Exam

2014/2015

Total Semester Hours

45

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First
Semester
Course

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Second Semester Course

General Studies Unit

In addition to the mandatory courses, all Business Administration students are required to take **4 credits from the General Studies Unit** during the course of their studies (see the General Studies Unit file on the IDC website).

Additionally, all students are required to take **2 more credits** during the course of their studies, which can be taken either from the Interdisciplinary Elective Courses, or from the 3rd year Business Administration Elective Courses (in the 3rd year of studies).

Second Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Hours	Prerequisites	Final Course Assignment
40	Organizational Behavior Dr. Galit Dayan	4*		4		Exam
42	Fundamentals of Finance* Mr. Erez Levy	4*	2 Optional no credit	4	Mathematics I	Exam
43	Principles of Marketing Management# Dr. Tamir Gedo	4*		4		Exam
65	Managerial Accounting Group I and II – Dr. Rimona Palas	3*		3	Fundamentals of Accounting	Exam
66	Basics of Economics Measurement Mr. Roy Sasson	3*		3	Statistics II	Exam
50	Fundamentals to Accounting Dr. Ron Lazer	3*	1	3		Exam
2248	Strategic Entrepreneurial^ Prof. Yair Tauman	4*		4		Exam
45	The Firm and the Consumer <i>To be determined</i>	3**		3	Microeconomics	Exam
61	Investment Theory * * Dr. Yael Eisenthal	4**		4	Fundamentals of Finance	Exam
64	The Macroeconomic Environment Dr. Yael Hadass	3**		3	Macroeconomic	Exam
138	Marketing Communication Dr. Yaniv Gvili	3**		3	Principles of Marketing Management	Exam
607	Human Resource Management Dr. Iris Cohen-Kaner	2**		2		Exam
2020	Research Methods Dr. Moran Aliman	2**		2	Statistics II	Exam

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2076	Business Strategies ♦ # Dr. Ari Dothan	4**	4	Microeconomics, Fundamentals of Accounting, Marketing Management	Exam
2150	Entrepreneurship and Business Management Dr. Uri Aizik	3**	3		Exam
2236	Culture and Business Mr. Nir Kedem	2**	2		Exam
2249	Entrepreneurial Finance ^ Prof. Ronen Israel	2**	2	Fundamentals of Finance	Exam
2247	Creative Innovation and Ideation ^ Dr. Yossi Maaravi	2**	2		Exam

**Total Semester Hours Finance and
Marketing** **48**

**Total Semester Hours
Entrepreneurial** **52**

* First Semester Course

** Second Semester Course

A passing grade in Principles of Marketing Management is a prerequisite for a major in Marketing.

♦ A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a major in Finance.

* Finance students only

♦ Marketing students only

^ Entrepreneurial students only

General Studies Unit

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Third Year / Business Administration Major in Marketing

A passing grade in Principles of Marketing Management (43) is a prerequisite for a Major in Marketing.

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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Core Courses

310	Seminar: Marketing Project Dr. Yaron Timmor	2* 2**	4	Marketing Communication, Research Methods	Project
306	Consumer Behavior Dr. Rinat Satchi	3*	3		Exam
2027	Marketing Research Ms. Danna Tevet	3*	3	Research Methods	Paper
399	Global Marketing Mr. Michael Gally	2**	2		Exam

Marketing Elective Courses

Choose 14 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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351	Marketing Services Prof. Arthur Meidan	2*	2		Paper
2204	Non-Conventional and Creative Marketing Dr. Sivan Ben-Horin	2*	2	Marketing Communication	Exam
839	Brandstorm of L'oreal ♦ Dr. Talia Rymon	2*	2	85 overall average	Paper
2250	Interactive Marketing in the Big Data Era Ms. Ofrit Kol	2*	2		Paper
582	Marketing Strategy Prof. Eyal Biyalogorsky	2**	2		Paper
767	Social and Political Marketing Mr. Rammey Hassman	2*	2	Marketing Communication, Marketing Research	Paper

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302	Product Policy Dr. Tamir Gedo	2**	2		Exam
2057	Marcomm Seminar Dr. Ofer Zeller Mayer	2**	2	Marketing Communication, Marketing Research	Paper
2013	Marketing Seminar - Mercedes ♦ Dr. Talia Rymon	2**	2	85 overall average	Paper
2021	Marketing In The Far East	2**	2		Exam

Business Administration Elective Courses#

Choose 6 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
2071	Finance and Business Performance Dr. Amos Baraness	2*	2		Exam
2205	Entrepreneurship in the Hi-tech Mr. Uri Izik	2*	2		Paper
2237	Systematic Creativity Prof. Jacob Goldenberg	2*	2		Paper
714	Team Management and Development▪ Dr. Sharon Bar-Zakay	2**	2	Organizational Behavior	Paper
2028	Leadership in the Global Village▪ Dr. Yael Ziv	2**	2		Paper
158	Simulation Games and Negotiation Processes▪ Dr. Chanan Goldschmidt	2**	2		Paper

* First Semester Course

** Second Semester Course

♦ The course is taught in Hebrew, but the project can be submitted in English.

A request to register to these courses must be submitted by email through the academic coordinator by 21.8.2014 Final registration for the course depends upon the instructor's authorization.

Finance and Marketing elective courses can be counted as Business Administration elective courses (registration only during the first two weeks of the semester).

▪ Intensive course. Attendance is mandatory.

General Studies Unit

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Third Year / Business Administration Major in Finance

Passing grades in Fundamentals of Finance (42) and Investment Theory (61) are a prerequisite for a major in Finance.

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
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Seminars

Choose one seminar¹

2068	Finance Seminar Dr. Doron Israeli	4*	4	Research Methods	Paper
2131	Finance Seminar- Topic II Prof. Amir Rubin	4**	4	Research Methods	Paper

Core Courses

95	Financial Statements Dr. Rimona Palas	2*	2	Fundamentals to Accounting	Paper
238	Company Valuations Dr. Amos Baranes	2**	2	Financial Statements	Exam
248	Futures and Options Markets Dr. Alon Raviv	2**	2		Exam
2056	Securities Regulations Dr. Hadar Shachar	3**	3	Contact Law, Corporate Law	Exam

Finance Elective Courses

Choose 12 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Hours	Prerequisites	Final Course Assignment
97	The Capital Market in Israel Mr. Yossi Levi	2*	2		Exam
593	Introduction to Insurance Dr. Boaz Yam	2*	2		Exam
2215	International Finance Mr. Tal Mofkadi	2*	2		Exam
2026	International Fixed Income Mr. Jan Teutsch	2*	2		Exam

¹ Students may register to both seminars. The credits from the second seminar will be counted as Finance elective credits.

2216	International Risk Management Mr. Tal Mofkadi	2**	2	Exam
2130	Insurance in the 21st century Dr. Boaz Yam	2**	2	Exam
2025	Advanced Topics in Management Accounting Dr. Rimona Palas	2**	2	Exam
2029	Selected Issues in Financial Accounting Dr. Samuel Frankel	3**	3	Paper

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2205	Entrepreneurship in the Hi-tech Mr. Uri Izik	2*	2		Paper
2237	Systematic Creativity Prof. Jacob Goldenberg	2*	2		Paper
714	Team Management and Development▪ Dr. Sharon Bar-Zakay	2**	2	Organizational Behavior	Paper
2028	Leadership in the Global Village▪ Dr. Yael Ziv	2**	2		Paper
158	Simulation Games and Negotiation Processes▪ Dr. Chanan Goldschmidt	2**	2		Paper

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** Second Semester Course

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General Studies Unit

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Exam Schedule

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

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