

**Arison School of Business**

# **BA in Business Administration**

**Prof. Dov Pekelman**  
Dean

**Dr. Yaron Timmor**  
Associate Dean

**Ms. Carine Katz**  
Head of Student Administration

**Ms. Riki Vanunu**  
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, and notifications, 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.

## Introduction

**The curriculum** of the Arison School of Business comprises a core program – which includes core courses in Mathematics, Statistics, Economics and Business Administration and in addition, a specialization is chosen from three fields: Finance, Marketing or Entrepreneurial Management. During the course of studies, in accordance with the chosen specialization, 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 academic institution. Business 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).

### Specialization in Marketing

**Head of the Program: Dr. Talia Rymon**

A specialization 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 specialization includes up-to-date courses such as Social Networks, Marketing in the Far East, Sports Marketing, Creativity Thinking and Marketing and Global Marketing.

This Specialization 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 specialization 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.

### Specialization in Finance

**Head of the Program: Prof. Elazar Berkowitz**

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

The program balances between theoretical foundations and practical courses, and includes courses on corporate financing, asset valuation 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 specialization in finance teaches them how to obtain and manage sources of capital.

## **Specialization 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. 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 21<sup>st</sup> Century, fundamental courses in entrepreneurial strategic thinking, legal and financing aspects of startup ventures, team building, business model innovation and more.

### **General Courses**

In addition to the mandatory courses, all Business Administration students are required to take **6 additional credits of General courses** during the course of their studies (see the General Studies Unit file on the IDC website).

## **Double Major Program Curriculum**

### **Economics and Business Administration**

In today's competitive environment, students who possess specialized and interdisciplinary knowledge will command significant advantage in the job market. Students in the Economics and Business Administration program will emerge with broad background knowledge and, at the same time, develop areas of specific expertise.

Business managers who possess a deep understanding of the factors that shape the domestic and global economies and economists endowed with managerial skills will be future leaders in business.

#### **Characteristics of the Program**

The program combines the core fundamentals of economics and management; in addition, it equips budding entrepreneurs with practical tools to realize their full potential. The program undergoes frequent revision to remain relevant in a dynamic and ever-changing economic and business environment. Students will learn how to analyze and approach the most current economic issues in Israel (the gas outline, housing and food prices, etc.). Outstanding students will be offered roles in the public and private sectors during the school year. The curriculum encourages development of the theoretical and practical tools that are required for management excellence in dynamic markets. The program is taught by professors and researchers who are leaders in their fields and offers opportunities to meet and interact with eminent public figures in the modern economics and business world.

#### **The Purpose of the Program**

The program will provide a broad background of the problems and challenges faced by modern-day economists and business managers. A multidisciplinary education will position graduates of the program to pursue higher education and career opportunities in a diverse number of fields

Students will build a competitive skill set and be well-qualified for jobs in the public and private sectors.

The program offers a variety of elective courses in subjects such as: capital markets, entrepreneurship, marketing and strategy. These courses will expand students' theoretical knowledge base and also provide practical tools in key management topics.

# Program of Studies

## First Year / Business Administration

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

### Mandatory Courses

#### Fall Semester Courses

709	<b>Business - Advanced English I</b> Ms. Miriam Symon	4		0		Exam
2335	<b>Microeconomics</b> Group I – Mr. Ido Eisdorfer Group II – Dr. Tal Sadeh	3	1 no credit	3		Exam
10	<b>Mathematics I</b> Groups I and II Mr. Hever Schulberg	4	1 no credit	4		Exam
2316	<b>Statistics I<sup>1</sup></b> Groups I and II Dr. Avner Halevy	5	1	6		Exam
2235	<b>Management Skills</b> Dr. Tal Katz-Navon	3		3		Exam
2236	<b>Culture and Business</b> Groups I and II Mr. Nir Kedem	2		2		Exam
2234	<b>Business Law</b> Adv. Joel Slawotsky	4		4		Exam

#### Spring Semester Courses

710	<b>Business- Advanced English II</b> Ms. Miriam Symon	4		2	Business Communications	Exam
11	<b>Mathematics II</b> Groups I and II Mr. Hever Schulberg	3	1 no credit	3		Exam
42	<b>Fundamentals of Finance</b> Groups I and II TBA	4	1 no credit	4		Exam

---

<sup>1</sup> A prerequisite for registration to the course Statistics II in the 2<sup>nd</sup> year is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I.

2016/2017

2245	<b>Business Management in the Digital World</b> Groups I and II Dr. Amir Etziony	3	3		Exam
43	<b>Principles of Marketing Management</b> Groups I and II Dr. Coby Morvinski	4	4		Exam
2246	<b>Business Economics</b> Groups I and II Prof. Arthur Fishman	3	3	Mathematics I Introduction to Micro Economics	Exam
<b>Total Semester Hours</b>			41		

## General Studies

In addition to the mandatory courses, all Business Administration students are required to take **6 additional credits of general courses** during the course of their studies (see the General Studies Unit file on the IDC website).

## First Year /Dual Major Business Administration and Economics

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

### Business Administration Mandatory Courses

#### Fall Semester Courses

709	<b>Business - Advanced English I</b> Ms. Miriam Symon	4		0		Exam
50	<b>Fundamentals of Accounting</b> Dr. Ron Lazer	3	1	4		Exam
2234	<b>Business Law</b> Adv. Joel Slawotsky	4		4		Exam

#### Spring Semester Courses

710	<b>Business- Advanced English II</b> Ms. Miriam Symon	4		2	Business Communications	Exam
42	<b>Fundamentals of Finance</b> TBA	4	1 no credit	4		Exam
90	<b>Critical Thinking</b> TBA	2		2	Statistics II	Exam

### Economics Mandatory Courses

#### Fall Semester Courses

9007	<b>Mathematics I for Economics</b> Dr. Yossi Shamai	4		4		Exam
9009	<b>Statistics I for Economics<sup>2</sup></b> Dr. Yaniv Mor	5		5		Exam
9115	<b>Principles of Micro Economics</b> Mr. Ido Eisdorfer	3	2	5		Exam
9076	<b>Excel for Economics</b> Ms. Liat Erel	1		0		Paper

#### Spring Semester Courses

9008	<b>Mathematics II for Economics</b>	4		4	9007	Exam
------	-------------------------------------	---	--	---	------	------

<sup>2</sup> A prerequisite for registration to the course Statistics II is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I.



2016/2017

Dr. Yossi Shamai

9010	<b>Statistics II for Economics</b> Dr. Yaniv Mor	4		4	9009	Exam
9012	<b>Microeconomics I:consumers and firms behavior under perfect competition</b> Mr. Ido Eisdorfer	4	2	5	9115 9007	Exam
9017	<b>Principles of Macro Economics</b> Dr. Yael Hadass	2	2	3	9115	Exam
<b>Total Semester Hours</b>				<b>46</b>		

## General Studies

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

**Second Year / Business Administration**

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

**Mandatory Courses****Fall Semester Courses**

2303	<b>Statistics II<sup>3</sup></b> Groups I and II Mr. Ran Elkon	4	2	6	behavioral lab	Exam
40	<b>Organizational Behavior</b> Groups I and II Dr. Galit Dayan	4		4		Exam
50	<b>Fundamentals of Accounting</b> Groups I and II Dr. Ron Lazer	3	1	4		Exam
2150	<b>Entrepreneurship and Business Management</b> Groups I and II Dr. Uri Aizik	3		3		Exam
2306	<b>Introduction To Macro Economics</b> Group I – Dr. Yael Hadass Group II – Dr. Tal Sadeh	3		3	Macroeconomic	Exam

**Spring Semester Courses**

64	<b>The Macroeconomic Environment</b> Group I – Dr. Yael Hadass Group II - Mr. Ido isdorfer	3		3	Macroeconomic	Exam
65	<b>Managerial Accounting</b> Group I - Dr. Rimona Palas Group II – CPA Eyal Amitay	3		3	Fundamentals of Accounting	Exam
90	<b>Critical Thinking</b> Groups I and II Dr. David Solomon	2		2		Exam
607	<b>Human Resource Management</b> Groups I and II	2		2		Exam

<sup>3</sup> A prerequisite for registration to the course Statistics II is the participation in a behavioral lab, in the scope of 4 hours, as part of the course statistics I in the 1<sup>st</sup> year.

2016/2017

Dr. Yael Hadass

2076	<b>Business Strategies</b> Group I and II - Dr. Yair Friedman	4	4	Microeconomics, Fundamentals of Finance, Fundamentals of Accounting, Marketing Management	Exam
------	--	---	---	---	------

### Finance Specialization Mandatory Courses

#### Spring Semester Course

61	<b>Investment Theory<sup>4</sup></b> Dr. Yael Eisenthal	4	4	Fundamentals of Finance	Exam
2304	<b>Quantitative methods in finance</b> Dr. Roy Sasson	4	4	Fundamentals of Finance, Mathematics I, Statistics I	Exam

### Marketing Specialization Mandatory Courses

#### Spring Semester Course

2318	<b>Marketing Communication</b> Dr. Yaniv Gvili	4	4	Principles of Marketing Management	Exam
2329	<b>Marketing Research</b> Ms. Danna Tevet	4	4	Fundamentals of Finance, Mathematics I, Statistics I	Exam

### Entrepreneurial Management Specialization Mandatory Courses

#### Year-Long Course

2333	<b>Themes in Entrepreneurship at First Hand</b> Dr. Yossi Maaravi	4	4		Paper
------	--	---	---	--	-------

#### Fall Semester Course

2310	<b>Revolutions and Inventions: Past, Present, Future</b>	2	2		Paper
------	--	---	---	--	-------

---

<sup>4</sup> A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a specialization in Finance.

2016/2017

### Spring Semester Course

2331	<b>Introduction to Data Science</b> Dr. Gail Gilboa Freedman	2	2	Paper
------	---	---	---	-------

**Marketing Total Semester Hours 42**

**Finance Total Semester Hours 42**

**Entrepreneurial Management Total  
Semester Hours 42**

### General courses

In addition to the mandatory courses, all Business Administration students are required to take 6 additional credits of general courses during the course of their studies (see the General Studies Unit file on the IDC website).

## Second Year /Dual Major Business Administration and Economics

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

### Business Administration mandatory Courses

#### Fall Semester Courses

40	<b>Organizational Behavior</b> Dr. Galit Dayan	4		4		Exam
248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2	2			Exam
2150	<b>Entrepreneurship and Business Management</b> Dr. Uri Aizik	3		3		Exam

#### Spring Semester Courses

61	<b>Investment Theory</b> Dr. Yael Eisenthal	4		4	Fundamentals of Finance	Exam
43	<b>Principles of Marketing Management</b> Groups I and II Dr. Coby Morvinski	4		4		Exam
2076	<b>Business Strategies</b> Dr. Yair Friedman	4		4	Microeconomics, Fundamentals of Finance, Fundamentals of Accounting, Marketing Management	Exam
2318	<b>Marketing Communication</b> Dr. Yaniv Gvili	4		4	Principles of Marketing Management	Exam

### Economics mandatory courses

#### Fall Semester Courses

9010	<b>Statistics II for Economics</b> Dr. Yaniv Mor	4		4	9009 behavioral lab	Exam
9018	<b>Microeconomics II :Consumers and Firms Behavior Under Perfect Competition</b> Dr. Carolina Silva	4	2	5	9115 9008 9009 9010	Exam

2016/2017

					9012	
9020	<b>Macroeconomics I</b> Dr. Gilad Aharonovitz	4	2	5	9007 9008 9009 9010 9012 9017 9115	Exam

**Spring Semester Courses**

9021	<b>Macroeconomics II</b> Dr. Gilad Aharonovitz	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Exam
------	---	---	---	---	--	------

9022	<b>Introduction to Econometrics</b> Dr. Carolina Silva	3	1	4	9115 9009 9010 9012 9017	Exam
------	---	---	---	---	--------------------------------------	------

9019	<b>Microeconomics III :consumers and firms behavior under perfect competition</b> Dr. Carolina Silva	3	2	5	9007 9008 9012 9018	Exam
------	---	---	---	---	------------------------------	------

**Total Semester Hours** 42

## Third Year / Business Administration

### Specialization in Marketing

**A passing grade in Principles of Marketing Management (course code 43) is a prerequisite for a specialization in Marketing.**

**Additionally, students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>1</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

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

### Mandatory Courses

#### Year-long Course

310	<b>Seminar: Marketing Project</b> Group I and II Dr. Yaron Timmor	4	4	Marketing Communication, Research Methods	Project
-----	---	---	---	---	---------

#### Fall Semester Courses

306	<b>Consumer Behavior</b> Dr. Rinat Satchi	3	3		Exam
2027	<b>Marketing Research</b> Ms. Danna Tevet	3	3	Research Methods	Paper
399	<b>Global Marketing</b> Mr. Michael Gally	2	2		Exam
2307	<b>Digital Marketing</b> Yanay Sela	2	2		Paper
2309	<b>Customer Management in the Information Era</b> Ms. Ofrit Kol	2	2		Paper

#### Spring Semester Course

2294	<b>Retail Marketing</b> Ms. Danna Tevet	2	2		Paper
351	<b>Marketing Services</b> Prof. Arthur Meidan	2	2		Exam

---

<sup>1</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

2016/2017

2204	<b>Non-Conventional and Creative Marketing</b> Dr. Sivan Ben-Horin	2	2	Marketing Communication	Paper
------	---	---	---	-------------------------	-------

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

### Marketing Elective Seminar

Choose one Seminar from the following list:

#### Fall Semester Courses

2308	<b>Trends Analysis</b> Ms. Adi Yoffe	2	2		Paper
839	<b>Brandstorm of L'oreal<sup>2</sup></b> Dr. Talia Rymon	2	2	85 overall average	Paper

#### Spring Semester Course

2057	<b>Marcomm Seminar</b> Dr. Ofer Zeller Mayer	2	2	Marketing Communication, Marketing Research	Paper
2013	<b>Marketing Seminar - Mercedes<sup>3</sup></b> Dr. Talia Rymon	2	2	85 overall average	Paper

### Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

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

#### Fall Semester Courses

2205	<b>Entrepreneurship in the Hi-tech</b> Mr. Uri Izik	2	2		Paper
2237	<b>Systematic Creativity</b> Prof. Jacob Goldenberg	2	2		Paper
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper
582	<b>Marketing Strategy</b> Prof. Eyal Biyalogorsky	2	2		Paper

<sup>2</sup> The course is taught in Hebrew, but the project can be submitted in English.

<sup>3</sup> The course is taught in Hebrew, but the project can be submitted in English.



**Spring Semester Course**

714	<b>Team Management and Development</b> <sup>▪</sup> Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> <sup>▪</sup> Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> <sup>▪</sup> Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2297	<b>Regional Business Development Project</b> <sup>4</sup> Mr. Michael Silberg	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam

- # Finance and Marketing elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).
- Intensive course. Attendance is mandatory.

**General Studies Unit**

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general courses during the course of their studies

---

<sup>4</sup> Course registration is conditional upon a personal interview

## Third Year / Business Administration Specialization in Finance

**Passing grades in Fundamentals of Finance (course code 42) and Investment Theory (course code 61) are prerequisites for a specialization in Finance.**

**Additionally, students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>9</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

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

### Mandatory Seminar<sup>10</sup>

#### Year-long Course

2068	<b>Finance Seminar</b> Prof. Elazar Berkowitz	4	4	Research Methods	Paper
2131	<b>Finance Seminar- Topic II</b> Prof. Elazar Berkowitz	4	4	Research Methods	Paper

### Mandatory Courses

#### Fall Semester Course

95	<b>Financial Statements</b> Dr. Rimona Palas	2	2	Fundamentals to Accounting	Paper
593	<b>Introduction to Insurance</b> Dr. Boaz Yam	2	2		Exam
248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2	2		Exam
2215	<b>International Finance</b> Mr. Tal Mofkadi	2	2	Investment Theory	Exam
2305	<b>Introduction to Project Financing</b> Mr. Sagi Ben Simon	2	2		Exam

#### Spring Semester Course

238	<b>Company Valuations</b> Dr. Amos Baranes	2	2	Financial Statements	Exam
2216	<b>International Risk Management</b> Mr. Tal Mofkadi	2	2	Investment Theory	Exam
403	<b>Introduction To Banking</b> TBA	2	2		Exam

<sup>9</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

<sup>10</sup> Registration for both seminars is not possible.

97	<b>The Capital Market In Israel</b> Dr. Tomer Hadar	2	2	Exam
----	--	---	---	------

**Business Administration Elective Courses#**  
**Choose 10 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>					
2205	<b>Entrepreneurship in the Hi-tech</b> Mr. Uri Izik	2	2		Paper
2237	<b>Systematic Creativity</b> Prof. Jacob Goldenberg	2	2		Paper
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper
582	<b>Marketing Strategy</b> Prof. Eyal Biyalogorsky	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> ▪ Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2297	<b>Regional Business Development Project</b> <sup>11</sup> Mr. Michael Silberg	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam

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

▪ Intensive course. Attendance is mandatory.

<sup>11</sup> Course registration is conditional upon a personal interview

## **General Studies Unit**

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies

## Third Year / Business Administration

### Specialization in Entrepreneurial Management

**Students who have not yet completed 1<sup>st</sup> year math, statistics and economics mandatory courses<sup>12</sup> will not be permitted to start the specialization in their 3<sup>rd</sup> year.**

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

### Mandatory Courses

#### Fall Semester Courses

2278	<b>Value Creation</b> Dr. Alex Coman	2	2		Paper
2279	<b>Project Management</b> Dr. Alex Coman	2	2		Paper
2280	<b>The Psychology of Creativity, Innovation and Entrepreneurship</b> Dr. Yossi Maaravi	2	2		Paper
2281	<b>Strategy and Marketing for Entrepreneurs</b> Dr. Gali Einav	2	2		Paper
2312	<b>Product design and user experience</b> Dr. Jacob Greenshpan	2	2		Paper

#### Spring Semester Course

2282	<b>Economic and Legal Aspects for Entrepreneurs</b> Dr. Barak Ben-Avinoam	2	2		Paper
2284	<b>Final project: Venture Creation or Intrapreneurship project</b> Dr. Yossi Maaravi	4	4		Paper
2330	<b>Business and Growth Models for the Online Economy</b> Mr. Jehonatan Argaman	2	2		Paper
2314	<b>Communication skills for entrepreneurs: Negotiation, persuasion and presentation</b> Dr. Orly Idan	2	2		Paper

<sup>12</sup> Math I + II  
Statistics I + II  
Micro and Macro Economics

**Business Administration Elective Courses#****Choose 8 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>					
2205	<b>Entrepreneurship in the Hi-tech</b> Mr. Uri Izik	2	2		Paper
2237	<b>Systematic Creativity</b> Prof. Jacob Goldenberg	2	2		Paper
2315	<b>Excel for Advanced</b> Mr. Israel Dac	2	2		Paper
582	<b>Marketing Strategy</b> Prof. Eyal Biyalogorsky	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> ▪ Dr. Sharon Bar-Zakay	2	2	Organizational Behavior	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	<b>Leadership in the Global Village</b> ▪ Dr. Yael Ziv	2	2		Paper
2029	<b>International Financial Management</b> Dr. Samuel Frankel	2	2		Paper
2297	<b>Regional Business Development Project</b> <sup>13</sup> Mr. Michael Silberg	2	2		Paper
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam

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

▪ Intensive course. Attendance is mandatory.

<sup>13</sup> Course registration is conditional upon a personal interview

## **General Studies**

In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general elective courses during the course of their studies.

## **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).