

Adelson School of Entrepreneurship

Double Major B.A. in Entrepreneurship and Business Administration

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

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

Introduction

Undergraduate Double Major B.A: Entrepreneurship and Business Administration

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

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

The double major program in Entrepreneurship and Business is intended for students who are interested in establishing new innovative startups or new initiatives in 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.

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

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

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

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

Program of Studies

Double Major B.A. in Entrepreneurship and Business Administration

First Year / Entrepreneurship

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

Mandatory Courses

Fall Semester Courses

| | | | | | | |
|-------|--|---|-----------------|---|--|-------|
| 5982 | First Hand Entrepreneurship A Dr. Gali Einav | 4 | | 4 | | Paper |
| 26002 | Computational Thinking and Programming Keren Kalif | 4 | 1♦ no credit | 4 | | Exam |

Spring Semester Courses

| | | | | | | |
|-------|---|---|-----------------|---|--|-------|
| 26001 | First Hand Entrepreneurship B Dr. Gali Einav | 2 | | 2 | | Paper |
| 2686 | Data Science Dr. Movshovitz David | 4 | 1♦ no credit | 4 | | Exam |
| 3033 | Presentation Workshop Dr. Michelle Stein-Teer | 1 | | 1 | | Paper |
| 497 | Workshops - databases, business and academic writing Dr. Inbar Kaminsky | 1 | | 1 | | Paper |

Second Year / Entrepreneurship

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

Mandatory Courses

Fall Semester Courses

| | | | | | | |
|-------|--|---|--|---|--|------|
| 3064 | UX/UI and Prototyping Dr. Jacob Greenspan | 3 | | 3 | | Exam |
| 26007 | The Psychology of Creativity and Ideation Dr. Lior Noy | 2 | | 2 | | Exam |

Spring Semester Courses

| | | | | | | |
|------|---|---|---|---|--|-------|
| 3065 | Product Management Mr. Baruch Deutsch | 3 | | 3 | | Paper |
| 2680 | Digital Marketing For Entrepreneurs Mr Ofir Richman | 2 | 1 | 3 | | Paper |
| 3085 | Innovation and Intrapreneurship Within Organizations Dr. Yonatan Feffer | 3 | | 3 | | Paper |

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

Elective Courses and Entrepreneurship

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

Fall Semester Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3066 | Impact Entrepreneurship Dr. Jimmy Levy | 3 | | 3 | | Paper |
| 3074 | GreenTech & CleanTech Entrepreneurship Ms. Anat Tsour Segal | 3 | | 3 | | Paper |
| 3068 | Real Estate Entrepreneurship Mr. Elad Madany | 3 | | 3 | | Paper |

Spring Semester Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3076 | Fintech Entrepreneurship Mr. Lyron Wahrman | 3 | | 3 | | Paper |
| 3071 | BioTech Entrepreneurship Dr. Benley Pick | 3 | | 3 | | Paper |
| 3067 | Internet & New Media Entrepreneurship Mr. Eran Wagner | 3 | | 3 | | Paper |

Third Year / Entrepreneurship

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

Mandatory Courses

Year Long Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3087 | Venture Creation Capstone Project : A Dr. Gali Einav | 6 | | 6 | | Paper |
|------|---|---|--|---|--|-------|

Fall Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 3085 | Innovation and Intrapreneurship Within Organizations A Dr. Jonathan Feffer | 3 | | 3 | | Paper |
|------|--|---|--|---|--|-------|

Spring Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 3090 | Workshop: Ethics ADV. Melzer Roi | 1 | | 1 | | Paper |
| 3091 | Workshop: Dealing and Coping with Failure Dr. Lisa Law | 1 | | 1 | | Paper |
| 3088 | Legal and Tax Aspects of Entrepreneurial Ventures Mr. Pomerantz Daniel | 3 | | 3 | | Paper |
| 3352 | Digital Leadership Michal Ben David | 3 | | 3 | | Exam |
| 3044 | Final Project for exchange students TBA | 4 | | 4 | | Exam |

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

Elective Courses and Entrepreneurship

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

Fall Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 2441 | Web applications for Entrepreneurs Dr. Revital Hollander | 3 | | 3 | | Paper |
| 2437 | Growth Strategies - Advanced digital marketing for entrepreneurs Dr. Moshe Yonatany | 3 | | 3 | | Exam |
| 2447 | Branding and storytelling for new ventures Mr. Oded Lavie | 3 | | 3 | | Exam |

Spring Semester Courses

| | | | | | | |
|------|--|--|---|---|--|-------|
| 2436 | Business Analysis for Entrepreneurs using Data Science Mr. Alon Oring | | 3 | 3 | | Paper |
| 2442 | From sales to customer success Mr Gay Bar Badichi | | 3 | 3 | | Paper |
| 2443 | Value Creation and Project Management Dr. Alex Coman | | 3 | 3 | | Exam |

Third Year /Business Administration

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

Mandatory Courses

One year course:

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

Spring Semester Courses

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

Total Semester Hours

Introduction

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

Head of International Undergraduate Program – Dr. Gali Einav

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

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

The Computer Science curriculum first year courses focus on required fundamentals of math and computer science courses. Second year courses include the continuation of strengthening of math and computer science skills.

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

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

Total credits: 142

First Year / Entrepreneurship

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

Mandatory Courses

Fall Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 5982 | First Hand Entrepreneurship A Dr. Gali Einav | 4 | | 4 | | Paper |
| 3111 | English for CS Advanced 1 | 3 | | 0 | | Exam |
| 110 | English for CS Advanced 2 Ms. Rebecca Haddad | 3 | | 2 | | Exam |

Spring Semester Courses

| | | | | | | |
|-------|---|---|--|---|--|-------|
| 26001 | First Hand Entrepreneurship B Dr. Gali Einav | 2 | | 2 | | Paper |
| 3033 | Presentation Workshop Dr. Michelle Stein-Teer | 1 | | 1 | | Paper |
| 110 | English for CS Advanced 2 Ms. Rebecca Haddad | 3 | | 2 | | Exam |
| 497 | Workshops - databases, business and academic writing Dr. Inbar Kaminsky | 1 | | 1 | | Paper |

First Year / Computer Science

| Course Code | Course Name | Lecture Hours | Recitation Hours | Total Credit Points | Prerequisites | Final Course Assignment |
|--------------------------------|--|---------------|------------------|---------------------|---|-------------------------|
| Fall Semester Courses | | | | | | |
| 52 | Calculus I Dr. Yossi Shamaï | 4 | 2 | 6 | | Exam |
| 54 | Linear Algebra I Dr. Avner Halevy | 4 | 2 | 6 | | Exam |
| 56 | Discrete Mathematics Dr. Elette Boyle | 3 | 2 | 5 | | Exam |
| 417 | Introduction to Computer Science TBA | 4 | 2 | 6 | | Exam |
| Spring Semester Courses | | | | | | |
| 53 | Calculus II Dr. Yossi Shamaï | 3 | 2 | 5 | Calculus I | Exam |
| 55 | Linear Algebra II Dr. Avner Halevy | 3 | 2 | 5 | Linear Algebra I | Exam |
| 59 | Data Structures Prof. Yael Moses | 3 | 2 | 5 | Int. to CS | Exam |
| 69 | Logic and Set Theory Dr. Elette Boyle | 3 | 2 | 5 | Discrete Math | Exam |
| 3144 | System Programming in C Ms. Sara Geizhals | 3 | | 3 | Intro. to CS Data Structures (simultaneously) | Exam |
| Total Credits | | | | 46 | | |

Second Year / Entrepreneurship

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

Mandatory Courses

Fall Semester Courses

| | | | | | | |
|-------|--|---|--|---|--|------|
| 26011 | Financial Management and Entrepreneurial Finance Dr. Tal Mofkadi | 3 | | 3 | | Exam |
| 26007 | The Psychology of Creativity and Ideation Dr. Lior Noy | 2 | | 2 | | Exam |
| 3064 | UX/UI and Prototyping DR. Jacob Greenshpan | 3 | | 3 | | Exam |

Spring Semester Courses

| | | | | | | |
|-------|---|---|-----------------|---|--|-------|
| 2680 | Digital Marketing For Entrepreneurs Mr. ofir Richman | 2 | 1 | 3 | | Paper |
| 3065 | Product Management Mr. Baruch Deutsch | 3 | | 3 | | Paper |
| 3085 | Innovation and Intrapreneurship Within Organizations Dr. Yonatan Feffer | 3 | | 3 | | Paper |
| 26006 | Data Science and Statistics for the Internet Age Dr. David Movshovitz | 3 | 1♦ no credit | 3 | | Paper |

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

Elective Courses and Entrepreneurship

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

Fall Semester Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3066 | Impact Entrepreneurship Dr. Jimmy Levy | 3 | | 3 | | Paper |
| 3074 | GreenTech & CleanTech Entrepreneurship Ms. Anat Tsour Segal | 3 | | 3 | | Paper |
| 3068 | Real Estate Entrepreneurship Mr. Elad Madany | 3 | | 3 | | Paper |

Spring Semester Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3076 | Fintech Entrepreneurship Mr. Lyron Wahrman | 3 | | 3 | | Paper |
| 3071 | BioTech Entrepreneurship Dr. Benley Pick | 3 | | 3 | | Paper |
| 3067 | Internet & New Media Entrepreneurship Mr. Eran Wagner | 3 | | 3 | | Paper |

Second Year / Computer Science

| Course Code | Course Name | Lecture Hours | Recitation Hours | Total Credit Points | Prerequisites | Final Course Assignment |
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|

Fall Semester Courses

| | | | | | | |
|-----|---|---|---|---|--|------|
| 77 | Algorithms Prof. Tami Tamir | 3 | 2 | 5 | Discrete Math Data Structures Logic and Set Theory | Exam |
| 79 | Digital Architectures Dr. Danny Seidner | 3 | 2 | 4 | Int. to CS, Discrete Mathematics | Exam |
| 109 | Introduction To Probability Mr. Max Mahlin | 3 | 2 | 4 | Discrete Math Calculus I | Exam |

Spring Semester Courses

| | | | | | | |
|-----|---|---|---|---|---|------|
| 643 | Automata And Formal Languages Prof. Yacov Hel-Or | 3 | | 4 | Discrete Mathematics Logic and Set Theory | Exam |
| 84 | Operating Systems TBA | 3 | 1 | 4 | Data Structures Digital Architectures System Programming in C | Exam |

As part of the double major curriculum, the students must pick one out of three mandatory Computer Science courses: Second year courses (offered in the 2020-21 school year): "Advanced programming" OR "Machine Learning", Third year course (will be offered in the 2021-2022 school year): "computer Networks"

Fall Semester Courses

| | | | | | | |
|------|--|---|---|---|------------|------|
| 3030 | Advanced Programming Dr. Ohad Fried | 3 | 1 | 4 | Int. to CS | Exam |
|------|--|---|---|---|------------|------|

Spring Semester Courses

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

Total Credits

25
(including
the
elective
course

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

Third Year / Entrepreneurship

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

Mandatory Courses

Year Long Courses

| | | | | | | |
|------|---|---|--|---|--|-------|
| 3087 | Venture Creation Capstone Project : A Dr. Gali Einav | 6 | | 6 | | Paper |
|------|---|---|--|---|--|-------|

Fall Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 3085 | Innovation and Intrapreneurship Within Organizations A Dr. Jonathan Feffer | 3 | | 3 | | Paper |
|------|--|---|--|---|--|-------|

Spring Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 3090 | Workshop: Ethics ADV. Melzer Roi | 1 | | 1 | | Paper |
| 3091 | Workshop: Dealing and Coping with Failure Dr. Lisa Law | 1 | | 1 | | Paper |
| 3088 | Legal and Tax Aspects of Entrepreneurial Ventures Mr. Pomerantz Daniel | 3 | | 3 | | Paper |
| 3352 | Digital Leadership Michal Ben David | 3 | | 3 | | Exam |
| 3044 | Final Project for exchange students TBA | 4 | | 4 | | Exam |

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

Elective Courses and Entrepreneurship

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

Fall Semester Courses

| | | | | | | |
|------|--|---|--|---|--|-------|
| 2441 | Web applications for Entrepreneurs Dr. Revital Hollander | 3 | | 3 | | Paper |
| 2437 | Growth Strategies - Advanced digital marketing for entrepreneurs Dr. Moshe Yonatany | 3 | | 3 | | Exam |
| 2447 | Branding and storytelling for new ventures Mr. Oded Lavie | 3 | | 3 | | Exam |

Spring Semester Courses

| | | | | | | |
|------|--|---|---|---|--|-------|
| 2436 | Business Analysis for Entrepreneurs using Data Science Mr. Alon Oring | | 3 | 3 | | Paper |
| 2442 | From sales to customer success TBA | 3 | | 3 | | Paper |
| 2443 | From sales to customer success Dr. Alex Coman | 3 | | 3 | | Exam |

Third Year B.Sc in Computer Science

| Course Code | Course Name | Lecture Hours | Recitation Hours | Total Credit Points | Prerequisites | Final Course Assignment |
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|

Fall Semester Courses

| | | | | | | |
|-----|---|---|---|---|-------------------------------|------|
| 644 | Computability and Complexity Dr. Reut Levi | 3 | 1 | 4 | Automata And Formal Languages | Exam |
|-----|---|---|---|---|-------------------------------|------|

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

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

Fall Semester Course

| | | | | | | |
|-----|--|---|---|---|------------------------------|------|
| 592 | Computer Networks Prof. Gadi Taubenfeld | 3 | 1 | 4 | Algorithms Operating Systems | Exam |
|-----|--|---|---|---|------------------------------|------|

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 | Project |
| 3004 | Securing Information Systems Dr. Amit Kleinmann | 3 | | 3 | | Exam |
| 3153 | 3D Animation with Unreal Engine Mr. Amir Yatziv | 3 | | 3 | | Paper |

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.

| | | | | | | |
|-------|---|---|---|---|---|-------|
| 3169 | Artificial intelligence and Morality Dr. Udi Boker Dr. Aviv Gaon | 3 | | 3 | | Paper |
| 3620 | Statistics and Data Analysis ●●● Prof. Zohar Yakhini | 3 | 1 | 4 | | Exam |
| 3600■ | Deep Learning●●● Dr. Kfir Bar | 3 | | 3 | Machine Learning from Data | Paper |
| 3559 | Coding Theory●●● Dr. Elette Boyle | 3 | | 3 | Algorithms | Exam |
| 3571 | Algorithms in Computational Biology●● Dr. Ilan Gronau | 3 | | 3 | Algorithms, Introduction To Probability | Exam |
| 3639 | Recommendation Systems●● Dr. Asnat Massica | 3 | | 3 | Machine Learning from Data | Exam |

Spring Semester Courses

| | | | | | | |
|------|---|---|--|---|--|--|
| 287 | Digital Systems Construction Prof. Shimon Schocken | 3 | | 3 | | Exam |
| 3125 | Object Oriented Programming with C# and .NET Mr. Guy Ronen | 3 | | 3 | | Middle Semester Exam (date will be published) |
| 3327 | Numerical Optimization with Python Dr. Yonathan Mizrahi | 3 | | 3 | | Paper |
| 3655 | Unsupervised Learning Methods●●● Dr. Or Yair | 3 | | 3 | Int. to Probability Machine Learning from Data | Paper |

Total Credits

10

- ▲ For 3rd year students only. The course is on a personal guidance basis and is spread over the entire academic year.
- 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.