

Arison School of Business

BA in Business Administration

Double Major BA in Business and Economics

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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. Reichman University 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 Reichman University website, and will apply to all Reichman University students, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

B.A in Business Administration (for 1st year students during the 2025 academic year)

Head of Program: Dr. Yaron Timmor

The course of study for a degree in Business Administration consists of a base of mandatory courses, and an individually tailored program that is chosen from a variety of knowledge clusters available for the students. Each student chooses between four and five knowledge clusters. In accordance with the chosen clusters, students receive specialization recognition (possible specializations are: Finance, Marketing, and Digital Innovation).

Knowledge clusters descriptions

2nd year clusters

Digital Innovation Fundamentals Cluster

This cluster provides an essential foundation in understanding how digital solutions are conceived, designed, and launched. Students gain hands-on familiarity with the basics of data science while also learning the principles of high-tech product management. Additionally, they develop practical skills in UI/UX design—key for crafting customer-friendly interfaces. Together, these courses set the stage for any future digital innovation or entrepreneurial endeavor.

Marketing Fundamentals Cluster

This cluster provides an advanced foundation in the tools used for marketing in the digital world of today. Building on the materials and concepts introduced in the core marketing management class, this cluster deepens your understanding of market research methods, and digital marketing tools. You will gain an appreciation of the tools and strategies needed to successfully market products and services in the competitive environment of today. These courses set the stage for the more advanced materials and application covered in the 3rd year marketing related clusters of Marketing Strategy, and Customer Management.

Finance Fundamentals Cluster

This cluster provides an advanced foundation of the knowledge and skills needed to successfully manage corporate finance and financial investments. The courses in this cluster deepen your knowledge in investment strategies, financial analysis, understanding financial reports and valuation. These courses set the stage for the more advanced materials and application covered in the 3rd year finance related clusters of Financial Markets & investments, and Advanced Tools in Finance.

Entrepreneurship and Business Development Cluster

This cluster provides you with practical tools that enable you found startups, develop these startups to a level of significant activity (scale-up), and expand into new product lines and markets. Most importantly, you will get the foundation needed to create long-lasting competitive advantages that will enable your companies to profit more. The courses in this cluster combine guest appearances by leading industry figures, case discussions, and practical

workshops.

3rd year clusters

Data Analytics Cluster

This cluster focuses on harnessing the power of data to drive business insights and decisions. Students learn how to design and manage databases using SQL, explore data analysis techniques, and dive into advanced Data Science concepts such as machine learning and text analytics. By the end of these courses, participants can transform raw information into actionable strategies and confidently tackle data-driven challenges. Prerequisite: Digital Innovation fundamentals cluster.

Digital Product Development Cluster

This cluster empowers students to build real-world digital products—from initial prototypes to fully functional solutions. Through courses covering mobile app creation, advanced innovation strategies, and AI-driven MVP development, learners acquire both the technical and conceptual tools to iterate quickly and effectively. By applying industry-relevant practices, students emerge ready to spearhead the creation and launch of cutting-edge digital products. Prerequisite: Digital Innovation fundamentals cluster.

Marketing Strategy Cluster

In this cluster, you will be trained in how to make strategic decisions in the field of marketing. There is heavy emphasis on having practical experience and consulting for leading companies in the economy. You will learn tools for collecting and analyzing data for a deeper understanding of the marketing reality in which the companies operate. You will learn to collect, examine and analyze data, understand the marketing and strategic aspects of this data and generate insights from which recommendations will be drawn that motivate action. The courses in the cluster combine practical work, analysis of real data, and cooperation with leading companies in the economy. Prerequisite: Marketing fundamentals cluster.

Customer Management Cluster

In this cluster, you will delve into vital aspects of understanding and engaging consumers in modern marketing. You will gain the skills necessary to navigate consumer behavior in the digital age, explore advanced digital tools, focus on data-driven communication, master marketing research for strategic decision-making, and cultivate the ability to build lasting relationships and trust with customers.

Prerequisite: Marketing fundamentals cluster.

Financial Markets & Investments Cluster

This Markets cluster focuses on equipping you with in-depth knowledge and skills related to financial markets and investment management. You will undertake courses covering a wide range of topics, including portfolio management, options and derivatives, risk management, bond markets, and international finance. This cluster prepares you for diverse career opportunities such as financial analysts, portfolio managers, risk managers, and options traders. Upon completing this cluster, you will be well-prepared to excel in the finance industry, making informed investment decisions and navigating the complexities of capital markets.

Advanced Tools in Finance Cluster

This cluster focuses on deepening your knowledge and abilities with advanced tools of financial analysis. These include the use of machine learning techniques for investment decisions, big data techniques for credit risk assessment, blockchain technologies, etc. The focus is on gaining hands-on experience in cutting-edge financial technologies.

Management and Leadership Cluster

This cluster equips students with essential leadership and interpersonal skills to effectively manage teams and drive organizational success. Through courses and workshops in leadership, team management, negotiation skills, and innovation management, students develop practical tools for managing people and processes, as for example, motivating others, managing conflicts, and fostering collaboration. Ideal for students looking to enhance their ability to lead in dynamic work environments, whether in corporate, entrepreneurial, or nonprofit settings.

Practicum

The practicum is an internship program in business administration, intended for outstanding students in the third year of studies. The purpose of the practicum is to help you acquire relevant work experience in the field and expand the skills required for the labor market. As part of the practicum, you will be assigned to work for a leading company for a day and a half a week in a position where you will have the opportunity to apply the material you learned in class and gain practical work experience in your field of specialization.

Participation in the practicum is conditional on passing additional screening during your course of study.

Upstart Cluster

The “UpStart” venture creation program is a 1-year program for students in their 3rd year from all faculties. The program enables students to gain practical tools and skills alongside academic knowledge in entrepreneurship. Students work throughout the year in interdisciplinary teams, accompanied by industry mentors, to create ventures and compete on the chance to work with an accelerator.

The courses in this cluster are taught by the Edelson School of Entrepreneurship (not The Arison School of Business). Participation in this cluster is conditional on additional screening by the Edelson School of Entrepreneurship during your course of study.

Introduction

B.A in Business Administration (for 2nd and 3rd year students during the 2024/25 academic year)

Head of Program: Dr. Yaron Timmor

The course of study for a degree in Business Administration consists of a base of mandatory courses, and an individually tailored specialization from one of the following areas: Finance, Marketing, and Digital Innovation.

Specialization in Marketing

Head of the Program: Dr. Talia Rymon

The specialization courses are designed to provide theoretical and practical knowledge, and enable hands-on experience through real-world projects, case study analyses, company visits and guest lectures of leading marketing and business managers. The specialization courses include up-to date courses such as digital marketing tools, customer management in the information era, trends analysis, new product development, competitive marketing simulation and more.

During their third year of study, students work on a yearly long marketing project and prepare a marketing plan for leading firms, start-ups and organizations.

This Specialization program also includes a unique seminar for honor students conducted in close cooperation with L'Oréal. The L'Oréal seminar is taught in Hebrew, but the projects and presentations can be submitted in English.

The graduates of this specialization will be able to begin a career in the fields of marketing, strategy and communications and join companies and organizations as marketing managers, marcomm managers, digital 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, digital marketing, marketing consultancy services and marketing research.

Specialization in Finance

Head of the Program: Prof. Yaniv Grinstein

The specialization in finance prepares students to succeed in lucrative positions at financial institutions, such as banks and investment 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, has 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 specialization includes a cluster in entrepreneurship, which provides a set of practical tools, for those who are asking to establish new start-ups or businesses or to lead projects in organizations they will work in.

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.

In recent years, the finance field has been undergoing rapid changes with the entry of Fintech: advanced technological solutions in the field of Finance. The finance specialization includes a Python programming course and an advanced fintech workshop that introduces students to new technological applications in finance, including Blockchain, peer-to-peer lending, artificial intelligence applications, machine learning and more .

Specialization in Digital Innovation

Head of the Program: Dr. Moses Miller

The Digital Innovation specialization equips students with the full toolkit for building technology-driven businesses: you'll master the fundamentals of data science, high-tech product management and user-centric design; learn to translate raw information into strategic insights through modern analytics and machine-learning techniques; and 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—you'll apply what you learn in real industry settings, graduating ready to design, analyze and deliver next-generation solutions in fast-moving digital and AI based markets.

Program of Studies

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
709	Advanced English I	4*		
710	Business- Advanced English II	4		4
10	Mathematics I	4*	1 (No credits)	4
2316	Statistics I	5*		6
2235	Management Skills	3*		3
2194	Business Economics	4*		4
5080	Business Data Analysis	4**		4
42	Fundamentals of Finance	4**	1 (No credits)	4
43	Principles of Marketing Management	4**		4
2341	Statistics II	5**	1	5
2234	Business Law	4*		4
Total Credits:				42

Fall Semester Course * | Spring Semester Course ** | Year-Long Course ***

Second Year / Business Administration

Required courses across all specializations:

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
50	Fundamentals of Accounting	3*	2	4
90	Critical Thinking	2*		2
2332	Corporate Responsibility	2*		2
2362	Organizational Management	4**		4
2363	Business Economics Macro	4*		4
4995	Python Programming	4*		4
Total Credits:				20

In addition, students at the Arison School of Business are required to take general elective courses totaling 6 credits during their degree studies.

The list of general courses appears on the website in a separate file titled "The Unit for General Studies," and students can register for them through the "Personal Portal" during the add/drop period.

Students are also allowed to take courses in this category from the full range of courses offered on campus, subject to availability and fulfillment of prerequisites. Please note that registration for these courses must be done by submitting a request to the Student Administration Office during the first week of the semester.

Selection of 2 clusters out of 4 is required (the Finance and Marketing Clusters cannot be chosen together):

Marketing Base Cluster (code 2500):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
2321	Marketing Research	4		4
3825	Digital Marketing Tools	4		4
5453	Competitive Marketing Simulation	2		2
Total Credits:				10

Finance Base Cluster (code 2501):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
61	Investment Theory	4		4
2304	Quantitative Methods in Finance	4		4
3056	Company Valuations and Financial Statement Analysis	2		2
Total Credits:				10

Digital Innovation Cluster (code 2502):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5513	Introduction to Data Science	4		4
5517	High Tech Product Management	2		2
5519	UI / UX - Designing Digital Products	4		4
Total Credits:				10

Entrepreneurship and Business Development (code 2503):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5388	Business Entrepreneurship	2		2
5390	Business Strategy	4		4
5404	Navigating in the High Tech Sector	4		4
Total Credits:				10

Third Year / Business Administration Specialization in Marketing

Course Code	Course Name	Lecture Hours	Total Credits
2342	Seminar: Marketing Project	6***	6
3099	The New Consumer	2*	2
5685	Sales in High-Tech	2*	2
2319	Customer Management in the Information Era	2*	2
3782	Business Strategy	3*	3
3051	Integrated Marketing Communications	2**	2
3334	Branding Strategy	2**	2
2415	Global Marketing	3**	3
2654	Navigating in the High Tech sector	3**	3
3469	Product Management and New Product Development	2**	2
3784	Organizational Innovation	3*	3

Elective Seminars:

Choose 1 seminar from the following list:

2057	Marcomm Seminar (E)	2**	2
839	Brandstrom Of Loreal (H)	2*	2
2308	Trends Analysis (H)	2*	2

4976 **Practical Digital Marketing (H)** 2** 2

Marketing Total credits - 32

Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

H– Hebrew language

E – English language

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits
2021	Marketing In The Far East	2*	2
4998	Artificial Intelligence: From Strategy to Generative AI Mastery	2**	2
3637	Leaving your personal mark in the business world	2*	2
3886	Blockchain, Cryptocurrencies and NFT	2**	2
2344	Decision Making and Problem Solving	2**	2

5260	Business Management in Time of Crisis - Genesis	2*	2
3888	Internship in Business Administration	10***	6

Third Year / Business Administration Specialization in Finance

Course Code	Course Name	Lecture Hours	Total Credits
2068	Finance Seminar	4***	4
3784	Organizational Innovation	3*	3
3052	Fixed Income Securities	2*	2
248	Futures and Options Markets	2*	2
3782	Business Strategy	3*	3
3054	Advanced Topics in Corporate Finance	2*	2
2216	International Risk Management	2**	2
2353	Financial Modeling	2**	2
3056	Company Valuations and financial statement Analysis	2**	2
2654	Navigating in the High-Tech sector	3**	3
3055	Fintech Workshop	4**	4
6259	Private Capital Seminar	4**	4

Finance Total credits: 29

Fall Semester Course *

Spring Semester Course **

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

Course Code	Course Name	Lecture Hours	Total Credits
2021	Marketing In The Far East	2*	2
4998	Artificial Intelligence: From Strategy to Generative AI Mastery	2**	2
3637	Leaving your personal mark in the business world	2*	2
3886	Blockchain, Cryptocurrencies and NFT	2**	2
158	Simulation Games and Negotiation Processes■	2**	2
2344	Decision Making and Problem Solving	2**	2

Third Year / Business Administration
Specialization in Digital Innovation Mandatory Courses

Course Code	Course Name	Lecture Hours	Total Credits
3397	Adoption processes of Digital Products	2*	2
4988	Data Analytics	3*	3
4991	Mobile Apps Development	3*	3
4993	Databases and SQL	4*	4
3885	Mental Toughness Theories and Tools	2*	2
4987	Developing Internet Based Digital Products	3**	3
4989	Advanced Topics in Data Science	3**	3

4990	Digital Product Seminar	3**	3
4992	Advanced Topics in Apps Innovations	3**	3

Digital Innovation Total credits: 29

Fall Semester Course *

Spring Semester Course **

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits
2021	Marketing In The Far East	2*	2
4998	Artificial Intelligence: From Strategy to Generative AI Mastery	2**	2
3637	Leaving your personal mark in the business world	2*	2
3886	Blockchain, Cryptocurrencies and NFT	2**	2
158	Simulation Games and Negotiation Processes	2**	2
2344	Decision Making and Problem Solving	2**	2

Fall Semester Course *

Spring Semester Course **

Introduction

Double Major B.A in Business Administration and Economics

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.

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 internships in various business 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 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 provide practical tools in key management topics.

First Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
710	Advanced English I	4*		2
43	Principles of Marketing Management	4*		4
42	Fundamentals of Finance	4**	2 no credit	4
9007	Mathematics I for Economics	4*		4
5364	Business Data Analysis	4**		4
9009	Statistics I for Economics	5*	2	5
5326	Principles of Microeconomics	4*	1	5
9008	Mathematics II for Economics	4**		4
9010	Statistics II for Economics	4**	1	4
9683	Microeconomics I: consumers and firms' behavior under perfect competition	4**	2	4
9684	Principles of Macroeconomics	2**	2	2
4415	Introduction to R	2**	1	2
Total credits:				44

Second Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5080	Business Data Analysis	4*		4
50	Fundamentals of Accounting	3*	1	4
3825	Digital Marketing Tools	4*		4
61	Investment Theory	4**		4
5267	Business Entrepreneurship	3**		3
3059	Microeconomics II: Consumers and Firms Behavior Under Perfect Competition	4*	2	4
6827	Intermediate Macroeconomics: growth and business cycles analysis	4*	2	4
9022	Introduction to Econometrics	4*	2	4
6828	Intermediate Macroeconomics: Micro-foundations of macro models, aggregate labor market, and fiscal policy	4**	2	4
3056	Company Valuations and Financial Statement Analysis *This course is relevant only for students who choose the Finance Seminar.	2**		2
9023	Econometrics 1	4**		4
5076	Microeconomics III: Consumers and firms' behavior under perfect competition	4**	2	4

Choose one of the following courses:

2304	Quantitative Methods in Finance	4**	4
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2321	Marketing Research	4*	4
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Total credits:			49
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* Fall Semester Course

** Spring Semester Course

*** Year-Long Course

Third Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
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1 of the next 2 seminars:

2068	Finance Seminar	4***	4
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2342	Seminar: Marketing Project	6***	6
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248	Futures and Options Markets	2*	2
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2332	Corporate Responsibility	2*	2
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2319	Customer Management in the Information Era	2*	2
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3054	Advanced Topics in Corporate Finance	2*	2
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5080	Business Data Analysis	4**	4
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481	Leadership In Organization	2*	2
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401	Financial Risk Management	2**	2
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3056	Company Valuations and financial statement Analysis	2**	2
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*This course is relevant only for students who choose the Finance Seminar.

5386	Applied Economics	4*	4
9044	Writing Economic Policy Papers	2**	3
Total credits:			35

Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

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 Runi).