

# GLOBAL MBA PROGRAM (GMBA)

2025-2026



ARISON SCHOOL OF BUSINESS

LIVE IN ISRAEL, STUDY IN ENGLISH

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Reichman University was founded with the aim of nurturing future leaders.

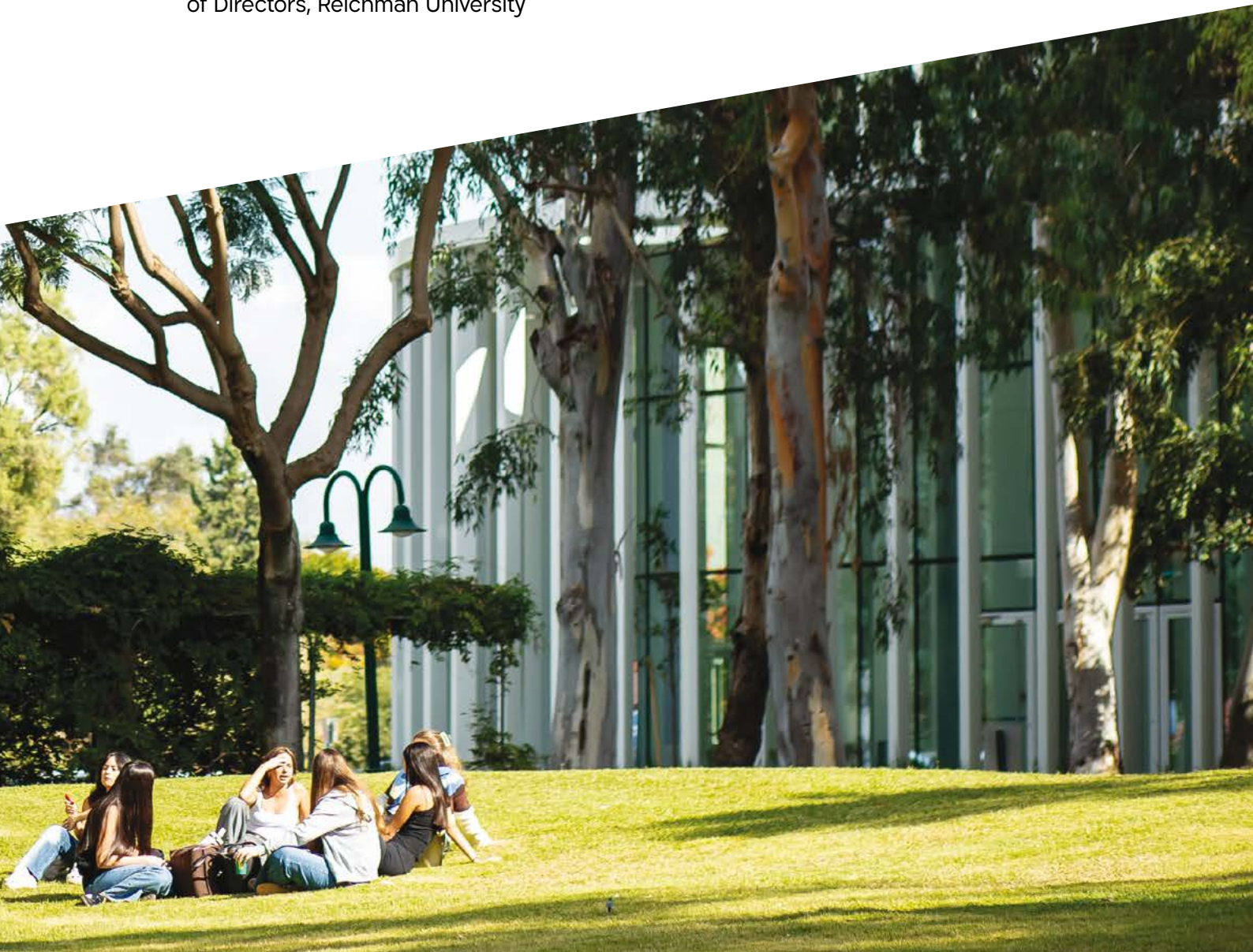
In 30 years, we have created a pioneering and innovative academic center. Our students are imbued with a commitment to excellence and original thinking.



'The university of the future,' as we see it, has to prepare its students for a constantly changing world by being able to innovate skillfully, to dare, and to initiate. We believe that the knowledge and tools acquired at Reichman University support personal and professional goal fulfillment and enable our graduates to tackle the challenges of our global reality."

**Prof. Uriel Reichman**

Founding President and Chairperson of the Board of Directors, Reichman University



# GLOBAL MBA PROGRAM

The Global MBA program equips you with capabilities that will fundamentally change you, and give you the skills to face and manage 21<sup>st</sup> century challenges. It is this task to which all our faculty members are devoted, and which is reflected in our up-to-date courses, the large variety of real-life projects, and the careful selection of the highest quality academic faculty.

The two tracks in the GMBA program—**AI & Big Data** and **Innovation & Entrepreneurship**—leverage Israel's status as a center of progress in high-tech, innovation, and entrepreneurship, and benefit from Reichman University's resources and reputation as a leader in interdisciplinary education with strong ties to industry.

*Courses are taught twice a week.*

## **PART-TIME**

Sunday: 16:00-22:00 | Friday: 8:00-14:00



**PROF. NIRON HASHAI**  
DEAN  
HEAD OF THE MBA PROGRAMS



THE RULES OF THE GAME IN THE BUSINESS WORLD HAVE CHANGED. TODAY WE ARE LOOKING FOR MANAGERS OF A NEW BREED: THOSE WHO CAN MAKE A DIFFERENCE, CREATIVE LEADERS WHO ARE WILLING TO BREAK CONVENTIONS, ENTREPRENEURS WITH THE ABILITY TO THINK DIFFERENTLY AND WHO ARE CAPABLE OF BRINGING ABOUT A REAL CHANGE. ONLY THESE TYPES OF MANAGERS WILL BE ABLE TO THRIVE IN A DYNAMIC AND CHANGING WORLD, AND KNOW HOW TO FACE ANY CHALLENGE THAT MAY STAND IN THEIR WAY."





“The MBA program is a journey, taking you back to the drawing board and inspiring you to blend technology with creativity in ways that can impact all high-tech industries. Through its comprehensive approach, the program encourages you to experiment with various models, fostering unique connections and opening your mind to a universe of endless opportunities.”

**Rinat Zilberstein**  
Originally from Israel  
General Manager and VP R&D at AT&T Israel



“The Global MBA program empowered me to make the leap from nonprofit and diplomacy work into the Israeli innovation ecosystem. Not only did it introduce me to a vast network of business leaders and seasoned entrepreneurs, but it also equipped me with the tools and confidence to dive into venture evaluation at Israel's biggest VC as an Investment Analyst and, later, the Value Creation Manager for a portfolio of 350+ startups.”

**Natalie Milstein**  
Originally from Los Angeles  
Senior Associate at Blue Laurel Advisors

# REICHMAN UNIVERSITY

## FAST FACTS



## REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL



Israel's first and only  
**private university**



Over **38,000**  
graduates worldwide



Reichman University  
created new, academic  
**interdisciplinary  
concepts** in the fields  
of entrepreneurship and  
counter-terrorism models  
that are being implemented  
around the world



Over **48 research  
institutes**

at Reichman University

[www.runi.ac.il/research-institutes](http://www.runi.ac.il/research-institutes)



## Over 2,500

Raphael Recanati International School students from over **90 countries** make up 1/3 of the Reichman University student body



The Israeli Council for Higher Education granted Reichman University permission to confer **doctoral degrees**



Reichman University's **Alumni Association**, with over 38,000 graduates, forms a professional and social alumni community that promotes **networking** from different countries, and strengthens the pride and sense of belonging to Reichman University



## The Career Center

aims to assist alumni in integrating into the professional market, and connect them with employers seeking to recruit suitable candidates



Ranked **no.1** in Israel for our treatment of **IDF reservists**



## Over 400

lone soldiers studying for full degrees





# AI & BIG DATA TRACK

**AI is the new electricity.  
We will teach you how to be  
the spark that ignites it.**

The digital revolution is reshaping the business landscape, driving every organization to embrace big data, machine learning, and artificial intelligence. To stay competitive, companies and managers must harness data, uncover new insights, evaluate AI capabilities, and make informed, automated business decisions. However, integrating AI tools into workflows and products remains a significant challenge for many. The GMBA program offers hands-on training in machine learning and the development of data-driven AI systems, equipping students with the skills needed for management and innovation. For those with a proven quantitative and analytical background, join us and be at the forefront of the digital revolution, transforming the future of business.



**DR. ROY SASSON**  
Head, AI & Big Data Track

## PRACTICAL PROJECTS

Students in the AI & Big Data track will have the unique opportunity to work on three practical projects. Through these, they will learn how to integrate the three pillars—Big Data, Machine Learning, and Artificial Intelligence—into real-world applications that solve genuine problems for millions of users. Each of these areas will be the focus of a dedicated project with an industry partner. The projects are guided by leading lecturers who work at top global companies.

This hands-on experience not only enhances students' practical skills but also provides invaluable industry exposure, preparing them to become leaders in the rapidly evolving fields of AI and Big Data.

## PARTIAL LIST OF COURSES

### AI & Big Data-Driven Leadership seminar

This seminar focuses on the essential leadership skills required to navigate organizational change in the era of AI and Big Data.

- **Beyond technical expertise:** Learn to effectively drive the adoption of AI, ML, and data technologies, even without formal authority.
- **Develop influence and impact:** Master the art of leveraging data and insights to persuade and inspire, enhancing communication and collaboration in complex environments.
- **Cultivate essential soft skills:** Gain practical strategies for managing systems and leading teams through change, with a focus on influence, communication, and adaptability.
- **Chart the leadership journey:** The final session offers personalized resources and actionable steps for continued growth throughout students' MBAs and beyond.

### Machine Learning 1 and Machine Learning 2

These courses delve into advanced technical aspects of machine learning (ML) from a business and management perspective, equipping students with essential data science knowledge and more. Students will uncover opportunities to drive innovation and efficiency within their organizations. The course empowers them, as business leaders, to ask the right questions about the potential benefits of ML applications for specific business challenges or service improvements.

Building on previous knowledge of supervised learning, this course expands into unsupervised learning and advanced ML areas such as clustering, natural language processing (NLP), and recommender systems. By the end of this course, students will be adept at managing end-to-end ML projects, positioning them to lead their organizations in leveraging ML for strategic advantage.

### SQL

The course covers the theory and practical use of relational database systems and the SQL data language they employ. Working extensively with MySQL 8.0 RDBMS, students learn to analyze data requirements, design a normalized schema, build an efficient database with emphasis on read/write performance, and investigate contents' relational databases. Additionally, the course introduces students to the "next generation" of non-relational systems.

### Introduction to Programming with Python

This course provides basic programming principles in Python, the most popular and intuitive programming language that allows developers to create meaningful programs quickly. No previous background is required.

### AI Agent Prototyping

This course is designed to equip GMBA students with the skills to independently leverage online AI tools to create AI agents powered by Language Learning Models (LLMs). This hands-on, practical course emphasizes active student engagement in building AI agents rather than focusing on the theoretical aspects of machine learning and LLMs.

By the end of this course, students will not only be proficient in designing and implementing AI agents, but they will also gain a comprehensive understanding of the vast potential for developing AI applications. This capability will empower them to independently prototype AI apps, providing a powerful tool for quickly validating hypotheses and ultimately creating products and applications that people will use.

A full list of all courses will be available to students on the Reichman University website:

<https://www.runi.ac.il/gmba/courses>

*Reichman University reserves the right to cancel, alter, or expand the academic programs offered.*



Through my studies in the AI & Big Data track at Reichman University, I was first introduced to the world of AI and became captivated by the field. The practical tools I acquired enabled me to spearhead a significant AI-related initiative at the global company I worked for. A year after graduation, I transitioned to a full-time role in this field at Google. Today, I develop the GenAI/ML field for Google Cloud, working with startups and large companies in the Israeli market. I advise on building cloud architectures that enable companies to build AI-based solutions at scale in production. Additionally, I organize and lecture at Google events in Israel and abroad and serve as a lecturer at the Google and Reichman Tech School."

#### Eilon Bar

GenAI/ML Specialist  
at Google Cloud





# INNOVATION & ENTREPRENEURSHIP TRACK

The Innovation & Entrepreneurship track is a partnership between Reichman University's Media Innovation Lab (milab) and the Arison School of Business. This unique track is designed for exceptional students with professional experience who wish to join the global startup ecosystem or improve their career choices within this vibrant community. Students will learn innovation, as well as product and business methodologies, and will have the opportunity to promote new ideas, as either entrepreneurship projects (startup or venture ideas) or intrapreneurship (new products or businesses within an existing company).

The track focuses on experiential learning, including guest lectures, informal mentorships and visits to leading companies (led by entrepreneurs, VCs, angel investors, product managers, inventors, and more). Students come from diverse fields, including computer science, engineering, business, law, economics, design, and social sciences, as well as biology, art, and medicine.



**PROF. OREN ZUCKERMAN**  
Academic Director, Innovation & Entrepreneurship Track  
Founder and Co-Director,  
Media Innovation Lab,  
Reichman University



**MICHAL OLMERT NAISHEIN**  
Executive Director, Innovation & Entrepreneurship Track

## LAB: PRODUCT INNOVATION & VENTURE CREATION

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In these courses (three consecutive courses), students work in teams to develop a new product and venture from the concept stage.

The Lab experience is based on leading entrepreneurial methodologies combined with UX and product techniques. Students work closely with leading mentors from the Israeli startup community, including entrepreneurs, investors, and experts in various domains: online marketing, user experience, product management, product validation strategies, and more. Students who choose to develop hardware products, such as IoT and robots, can learn how to use milab's advanced rapid-prototyping tools, including 3D printing, electronics prototyping and sensors, woodshop, metal shop, and biofabrication.

## PRACTICUM EXPERIENCE

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Students are offered a unique opportunity to experience the startup world from within by joining early-stage startups, accelerators, VCs, or incubators. Students who participate in the practicum program devote six to eight weekly hours during a four-month period to carrying out professional projects. Former students worked at Microsoft Ventures, Sigma Labs, 8200 EISP, Gililot Capital, OurCrowd, Meron Capital, AIVF, Carbyne, OrCam, and many more startups and funds. Our network of collaborators is constantly growing, and we tailor opportunities to our students.

*Admission to the experiential courses is subject to a screening process that takes place during the course of studies. Participation in these courses is not a requirement for completing studies in the Innovation & Entrepreneurship track.*

## PARTIAL LIST OF COURSES

### Israeli Entrepreneurship Ecosystem

Students will be taught how investors evaluate startups: What is more important, the team or the technology? What startup roles are relevant for MBA students? The course includes lectures with guest VCs and angel investors, as well as company visits led by entrepreneurs and heads of accelerators.

### Product Management: Discovery and Design

How can a PM discover what to do next? Which problems to focus on and why? How to uncover customer needs? How to test a product before it is ready to launch?

Product discovery is a core practice of product managers; it involves research and understanding of the problem space, uncovering and prioritizing customer needs, generating insights regarding potential solutions, and then prototyping and testing alternative solutions until a problem-solution fit is achieved. Product discovery is a continuous process that never ends, and PMs leverage these techniques in all stages of the product lifecycle, from early-stage startups that uncover unmet customer needs to growth-stage startups and mature products that constantly add new features and strive to discover new growth opportunities with new solutions. This course merges lectures with hands-on, workshop-style practice in groups. We will start with an introduction to the field of product management, dive into product discovery techniques. Students will practice the techniques from week to week, and conclude with pitch presentations.

#### Frameworks and tools learned in this course:

- Research: Stakeholder analysis, Jobs-to-be-Done (JTBD), design thinking and empathy, Double Diamond Model, customer interviews, contextual inquiry, thematic coding, insight generation, customer journey mapping, value testing, usability testing.
- Prototyping: Low-fidelity prototyping as MVP for learning about the problem, Build-Measure-Learn cycles, Google Slides prototyping.

### Product Management: Metrics and Growth

Metrics are everything. If you measure, you can optimize, compare, understand, and lead product growth that drives business growth.

Product management in tech companies is a fascinating profession that balances passion for technology, empathy for customers, business sense, and drive for success through measurement and optimization. In this course, students will learn how to understand key business and product metrics (like MRR, ARR, GRR, NRR, ARPU and ACV, CAC, Predictive LTV, Flexible LTV, LTV/CAC, Churn, DAU, MAU, Stickiness, TTV, and more); how to bridge business metrics and product metrics using unit economics; how to define OKRs and KPIs and a North-Star KPI.

They will also learn what funnels are in B2C and B2B companies, why conversion and optimization of funnel stages such as activation and engagement and retention are so crucial to the

PM role, and top-of-the-funnel growth strategies that acquire new customers using Product-Led-Growth. This process of measurement and optimization is done through continuous experimentation using A/B testing, that leads to continuous learning, product improvements, and growth.

This course merges academic lectures with industry case studies. Classes include an academic basis of the core principles and frameworks, followed by a guest lecture of a Senior Product Manager from B2B or B2C companies, that provides concrete examples and use cases.

### Business Communications

Students will be taught how to pitch to a management team or to a large audience, and how to merge the art and science of interpersonal communication.

Led by TED talk coaches Michael Weitz and Abigail Tenenbaum.

### UX Research for Product Innovation

What is User Experience (UX)? Students will learn how to leverage UX research methods to better understand users and how to invent new products that provide value. They will also learn how to validate product ideas before the MVP stage. Led by Prof. Oren Zuckerman, the track's academic director, founder of Reichman University's Media Innovation Lab (milab), and an HCI (Human-Computer Interface) lecturer and researcher.

### Design Thinking

What are the methods designers use to solve problems in a creative way? Can design methodologies help a team work more creatively? Students will be taught how design approaches can improve a business's strategy.

Led by Prof. Alex Padwa, an industrial designer and former head of the Industrial Design Department at Shenkar College of Engineering and Design.

### Systematic Creativity

Are creative thinkers born or made? This course shows how creativity is a skill that can be taught and practiced.

Led by Prof. Jacob Goldenberg, marketing professor at Reichman University and Columbia University, and developer of the SIT (Systematic Inventive Thinking) methodology.

### Organizational Innovation

What are the best (and worst) practices in innovation, and how should you deal with the complex challenge of navigating organizational innovation culture?

Led by Idit Biton, innovation and future of work specialist, and senior partner at SIT-Systematic Inventive Thinking.

A full list of all courses will be available to students on the Reichman University website:

<https://www.runi.ac.il/gmba/courses>

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## STUDY TOUR TO NY\*

In recent years, New York City has developed into what is now called "Silicon Alley," with thousands of technology startups based there. The city is also one of the world's most important business centers and home to some of the most prominent companies in all sectors. The Study Tour includes visits to startup companies and meetings with entrepreneurs and inspiring leaders from various sectors. The tour offers students a unique opportunity to get a firsthand impression of current trends, new technologies, and innovative business models. We will focus on academic workshops, site visits, discussions, and networking to help students gain an up-to-date and holistic perspective of the inner workings of the NYC tech scene.

*\* The cost of the trip is not included in the tuition.*



I came back from New York full of inspiration and motivation. Hearing the different startup stories showed me how fortunate I am to be in a situation where so many different opportunities are available to me. Founders with all different backgrounds and motivations proved to us that it is possible to build your own successful business or take your career on a new path. This trip has once again opened my eyes to the fact that we can do so much with our lives, that we should be brave and go off in new ways that challenge us, and make us stronger and more experienced. And if we don't do it all now, when will we do it?"

**Charlotte Hetzler**  
MBA Graduate

Our unique MBA programs emphasize the combination of theory and practice, and focus on the personal development of each student. They do this through a variety of unique extracurricular activities that result in both personal and professional development.

## EXECUTIVE MENTORING

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The executive mentoring sessions give outstanding students an unusual opportunity to receive personal guidance from experienced senior executives with proven professional and managerial achievements in both the Israeli economy and international markets.

Each mentor guides a group of six to eight students during the second year of the program.

## VIEW FROM THE TOP

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In this unique interview series, inspired by Stanford University, MBA students interview well-known global business leaders about their personal and professional leadership journeys, allowing students a unique glimpse “behind the scenes” into the journey of these business leaders.

## MBA LEADERSHIP LAB

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Successful managers must have more than analytical abilities and sound judgment. To succeed in business, they need a deep understanding of what drives people, themselves and others. The MBA Leadership Lab provides a rich opportunity for students to learn about the unconscious layers of leadership and identify for themselves their key strengths and development needs.

It has a year-round modular structure that allows students to adapt their learning experiences meet their individual needs and interests. Students are invited to attend lectures and workshops, which give them the opportunity to consult with peers and experts on the professional dilemmas they face.

## PERSONAL DEVELOPMENT

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Students will have the option to opt-in to personal coaching sessions.





# FACULTY

**Prof. Ron Shachar, PhD, Tel Aviv University; Harvard University**

*Former Dean, Arison School of Business; Former Head of Marketing, Tel Aviv University; Appointment at the Yale School of Management; Visiting Professor, Duke University*

Research focuses on major advertising and branding issues, as well as exploring strategic and marketing-related aspects of the entertainment industries and political campaigns.

**Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem**

Prof. Goldenberg received his PhD from the Hebrew University of Jerusalem, in a joint program of the School of Business Administration and Racah Institute of Physics. He was a Professor of Marketing and Head of the Marketing Department at the Hebrew University's Jerusalem School of Business Administration. He is a visiting professor at the Columbia Business School and an academic trustee of the MSI. His research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics, and the effects of social networks. Prof. Goldenberg has published in leading journals and is the new Editor-in-Chief of the *International Journal of Research in Marketing*. In addition, he is the author of two books published by Cambridge University Press.

**Dr. Dan Segal, PhD, New York University**

Dr. Segal has taught managerial accounting and financial accounting at top North American universities, including the University of Toronto, where he served as assistant professor. Dr. Segal has published research papers in leading accounting journals. His primary research interests include earnings management, valuation, and the effects of accounting information on economic decisions.

**Dr. Yonat Zwebner, MBA, Reichman University; LLB, Tel Aviv University; PhD, Hebrew University of Jerusalem**

*Assistant Professor, Marketing, Arison School of Business, Reichman University*

Prior to joining Reichman University, Dr. Zwebner was a postdoctoral research fellow at the Wharton School of the University of Pennsylvania. Her research examines social influences, such as the implications of being observed while making a consumption decision, the effects of justifying decisions, and the strong influence of a social tag. In one stream of her research, she explores how consumers are averse to being observed while making a decision, and how such an observation threatens one's sense of autonomy and free will. In addition, she examines how exposing a reason for a prosocial decision influences that decision. In a second stream of her research, she investigates how a social tag, our given name, is so influential that it actually influences the way we look. Dr. Zwebner's research has been published in the *Journal of Personality and Social Psychology* and the *Journal of Consumer Psychology*. It has won several awards, including finalist for the 2017 SESP best dissertation award.

**Prof. Niron Hashai, PhD, Tel Aviv University**

*Dean and Head of the MBA Programs, Reichman University; Professor, Arison School of Business, Reichman University*

Prof. Hashai's research interests include the theory of the multinational corporation, technological innovation, diversification, and growth patterns of high-technology firms. His research has been published in top strategy, management, international business, and innovation journals, including the *Journal of International Business Studies*, *Journal of Management*, *Research Policy*, *Strategic Management Journal*, and *Strategy Science*. Professor Hashai is also a visiting professor at New York University and has held visiting positions at Oxford University and Leeds University Business School, among other institutions. Before joining Reichman University, Prof. Hashai was a tenured faculty member at Hebrew University's School of Business Administration, where he served as Albertson-Waltuch Chair in Business Administration, Vice Dean, Head of the Asper Center for Entrepreneurship, and Head of the Strategy and Entrepreneurship area, among other roles.

**Prof. Yaniv Grinstein, PhD, Carnegie Mellon University**

*Head, Masters Program in Financial Economics, Reichman University; Head, MBA Research Program, Reichman University; Head, Reichman University BA programs in Finance*

Prof. Grinstein is a Professor of Finance at Reichman University and an Adjunct Professor of Finance at Cornell University in the U.S. Prof. Grinstein's research interests are in corporate finance and corporate governance. His research was published in finance journals, including *The Journal of Finance*, *The Journal of Financial Economics*, *Management Science*, *Review of Finance*, and others. Prof. Grinstein serves as a research associate at the European Corporate Governance Institute and as a journal editor for *Corporate Governance: An International Review*. He is the recipient of the Research Excellence Award from Reichman University in 2016; the Best Teacher Award, Cornell Executive MBA Program, 2013, 2016, 2018; the Management Science Distinguished Service Award in 2014; the Best Paper Award from *The Journal of Financial Intermediation* in 2006; and the Best Paper in Corporate Finance Award from the Southwestern Finance Association in 2005. Between the years 2006–2007 he was a visiting academic scholar at the Securities and Exchange Commission.

**Dr. Moses Miller, PhD, Hebrew University of Jerusalem, 2021**

Dr. Miller is an Assistant Professor in the Data Science Department at Reichman University's Arison School of Business, where he teaches Python programming, Data Science, and AI at both undergraduate and MBA levels. He also leads the Digital Innovation Specialization, equipping students with the technological and strategic skills to thrive in a rapidly evolving digital and AI-driven environment. His research leverages data science methodologies to explore questions at the intersection of social science and technology, with a particular focus on the interplay between human behavior and AI systems. Through both his teaching and research, Dr. Miller aims to advance our understanding of how data-driven insights can shape better business decisions and improve societal outcomes.

**Prof. Tal Katz-Navon, PhD, Columbia University, 1999**

Prof. Katz-Navon is a Professor of Organizational Behavior at the Arison School of Business, Reichman University, Israel. She earned her PhD from Columbia University and has been a visiting scholar at both MIT and Stanford University. Prof. Katz-Navon's research focuses on cross-level models of organizational climates, leadership, teams, and employee motivation, with an emphasis on enhancing organizational performance, quality improvement, and clinical outcomes in healthcare settings. Her work has been published in leading academic journals, including the *Academy of Management Journal*, *Journal of Applied Psychology*, *Management Science*, *Journal of Organizational Behavior*, and *Medical Care*. She is also a recipient of the Second IACMR-RRBM Award for Responsible Research. In addition to her research, Prof. Katz-Navon serves on the Editorial Boards of *Safety Science*, the *European Journal of Work and Organizational Psychology*, and *Small Group Research*.

**Prof. Ronen Israel, PhD, Northwestern University**

Prof. Israel is a Finance Professor at Reichman University in Israel. Prof. Israel also held faculty positions at the University of Michigan's Ross School of Business and the Tepper School of Business at Carnegie Mellon University and taught at Kellogg School of Management at Northwestern University, London Business School, the University of Chicago Booth School of Business, Wharton Business School, Columbia Business School at Columbia University, the Fuqua School of Business at Duke University, the Technion in Israel, and Bolzano University in Italy. Professor Israel received his BA in Economics from Haifa University, Israel, in 1984 and in 1989, his PhD in Finance from Kellogg School of Management at Northwestern University.

Prof. Israel has published in leading finance journals in the area of corporate finance. In particular, he is interested in the capital allocation process, organization design, the economics of the market for corporate control, firms' capital structure choice, the economics of bankruptcy, capital allocation process, managerial compensation, and entrepreneurial finance. He was an associate editor of the *Journal of Corporate Finance*. Prof. Israel has been teaching and leading a variety of executive education programs in Finance in the U.S., Europe, South America, and Asia. He was awarded the excellence in teaching awards by the 1996 graduating Executive MBA class at the Fuqua Business School at Duke University and by the 2003 graduating Executive MBA class at the Booth School of Business at the University of Chicago. Ronen served for 12 years as a faculty member in the McKinsey & Company's MMBA program, serves on the board of directors of Menif, and served on the board of directors of Bank Mizrahi-Tefahot, Bank Hapoalim, Elco Holdings, Elran Investments, Mivtah-Shamir Holdings, Electra Consumer Goods, and Young Entrepreneurs Israel.

# APPLICATION, ADMISSION, TUITION

## APPLICATION PERIOD

The application period for the 2025–2026 academic year is **November 15, 2024–August 31, 2025**.

The application period for students required to take MBA preparatory courses ends on **July 31, 2025**.

Due to the competitive nature of the admissions process, we recommend that applicants prepare their application well in advance of the deadlines.

## ADMISSION CRITERIA

- Quantitative undergraduate degree from a recognized academic institution
- Undergraduate GPA of 80% or 3.0 and above
- Demonstrated professional experience of at least three years after the undergraduate degree
- Interview (online or in person)
- Prerequisite courses are required in Statistics, Mathematics, and Economics. Students missing these courses will be required to take preparatory courses over the summer.
- Candidates who do not have a quantitative background may be required to take the GMAT.

## APPLICATION PROCESS

The application process consists of two stages:

**Stage 1** Your application will be evaluated by the Admissions Committee based on the submitted material (essays, official transcripts, etc.).

**Stage 2** Applicants who successfully pass Stage 1 will be invited to a personal interview with the Admissions Committee. Applicants living outside of Israel may be interviewed by phone, video conference, or by a visiting professor.

The Admissions Committee will evaluate and reach decisions regarding each applicant's candidacy. Applicants will be informed of their status once it is decided.

## ONLINE APPLICATION

Complete the online application form at

<https://forms.runi.ac.il/#/Public/Registration?lang=en&form=MA>

Please note your application must include:

- Official transcripts of previous academic undergraduate and graduate studies. Transcripts must bear the official stamp of the issuing institution. If you do not send the original transcript, scanned photocopies of the original documents will be accepted if properly notarized.\*
- Detailed CV in English describing professional experience
- Two letters of recommendation in English, preferably one from a source who can comment on professional experience
- Copy of passport or identity card
- A short biography/Bio form
- Essay/Questionnaire

*\*An official, notarized English translation must be submitted for all transcripts and other documents not originally issued in English.*

## FEES & TUITION

- The application fee is **NIS 300** (non-refundable).
- The down payment is **NIS 9,900**. Applicants must pay the fee to secure their place in the program after being accepted. Once the down payment has been received, the applicant's place is secured and confirmed.
- The tuition fee for the entire program is **NIS 105,000**.

*Reichman University reserves the right to change all tuition and fee rates without prior notice.*

## APPLY ONLINE AT

<https://forms.runi.ac.il/#/Public/Registration?lang=en&form=MA>

# SCHOLARSHIPS

## MERIT SCHOLARSHIP

The program awards limited number of scholarships to suitable students based on exceptional achievement or professional excellence. For those who are interested, please apply to [rrismaster@runi.ac.il](mailto:rrismaster@runi.ac.il) no later than **July 31, 2025**.

## STUDENT AID FOR US CITIZENS

### US Citizens Free Application for Federal Student Loans (FAFSA)

US citizens are eligible to apply to borrow FAFSA Stafford loans (as part of the Direct Loans Programs) and/or Sallie Mae loans. The deadline to apply for loans for the 2025-2026 academic year is **April 1st, 2026**.

Our school code is **G40703**.

School name: Raphael Recanati International School

For further information and to start the process, please email Rina Haller in our US office: [rina@aforu.org](mailto:rina@aforu.org)

## MASA SCHOLASHIPS

Masa is the global leader in immersive international career development and leadership experiences in Israel for young Jewish adults from around the world. Through a variety of long-term programs in Israel, Masa provides meaningful, enriching experiences to young Jews from various countries, backgrounds, levels of education, and fields.

Jewish tourists between the ages of 18-30 who have not been in Israel on a prior long-term program are eligible for grants and scholarships through the Masa project. Please note: Masa is an independent initiative, and therefore, its criteria for evaluating funding requests may differ from those used to evaluate requests for Raphael Recanati International School scholarships. Once you make Aliyah, you are not eligible for this grant, so please check this out before making Aliyah! More information and application forms at:

[www.masaisrael.org](http://www.masaisrael.org)



## STUDENT AID FOR CANADIANS

### SAP (Students Assistance Program)

Canadian students interested in loans and grants from the Canadian Government for all provinces can find information online at:

<https://www.canada.ca/en/services/benefits/education/student-aid.html>

## OTHER SCHOLARSHIP OPPORTUNITIES

Various sources in the Jewish and general communities provide financial aid and scholarships to students pursuing academic degrees in Israel. We recommend that applicants check with their communities, non-profit organizations, and local Jewish federations and schools about the availability of such scholarships and the criteria. Many countries also have government-sponsored loan programs for students. Check with local government representatives for details.

See the following list for some of the many organizations that offer scholarships based on various criteria.

### GRANT FOR NEW IMMIGRANTS

The State of Israel offers financial assistance for graduate school tuition to new immigrants under the age of 30, provided the immigrant does not already have a graduate degree from abroad and the program is recognized by the Student Authority. Students must begin their graduate studies within three years of their Aliyah date (not including army service), in order to be eligible for this assistance.

[https://www.gov.il/en/departments/topics/student\\_authority/govil-landing-page](https://www.gov.il/en/departments/topics/student_authority/govil-landing-page)

### HESEG FOUNDATION FOR FORMER LONE SOLDIERS

HESEG Foundation | A philanthropic foundation  
Rothschild Boulevard 46, Tel Aviv-Yafo, Israel (Hebrew)

<https://www.heseg.com/>

### JEWISH FEDERATIONS OF NORTH AMERICA (JFNA)

[www.jewishfederations.org](http://www.jewishfederations.org)

### TELFED

Awards grants for students from South Africa. Contact the Jewish community of South Africa: [www.telfed.org.il](http://www.telfed.org.il)

### For full details about scholarships:

<https://www.runi.ac.il/en/schools/rris/admissions/graduate/financial-aid-and-scholarships/>

### For other scholarship possibilities, contact our Financial Aid Managers:

[rris.financialaid@runi.ac.il](mailto:rris.financialaid@runi.ac.il)

# WHY REICHMAN UNIVERSITY ?



Reichman University is one of the most prestigious universities in Israel. Employers seek Reichman University graduates because they come with practical tools and hit the ground running. Reichman University operates a Career Development Center that aims to prepare students and alumni for the job market, and to provide them with the tools to find suitable employment both before and after they graduate.



Networking is the name of the game! To date, there are more than 38,000 Reichman University graduates from over 90 countries. This gives students a unique opportunity to meet people from different backgrounds and learn about other nations and cultures, and to establish friendships that last a lifetime. This also creates a global network that provides our graduates with an advantage throughout their professional career.



Our small classes create a more intimate learning setting, which allows students to get to know each other and the staff. Our philosophy is that our students are our partners.



Reichman University offers a wide range of extracurricular activities: sports, debate club, Model UN, Israel advocacy, JLIC-RRIS Friday night dinners, shiurim, mincha club, choir, band, and much more.



The Raphael Recanati International School takes very special care of its students. We are the largest academic absorption center in the country. We are especially proud that we are home to more than 400 lone soldiers, who are currently studying here.



1/3 of Reichman University students are international, making us the most international university in Israel for full-degree students. Israeli students serve as counselors for first-year students in order to help them find their way around and get to know the system.



Reichman University was ranked number one in student satisfaction for quality teaching for four consecutive years, in a nationwide survey conducted by Israel's Council for Higher Education. We are the first non-government-subsidized academic institution to grant doctoral degrees.

## VISA AND STATUS ASSISTANCE

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Students are responsible for clarifying and establishing their status in Israel, and are welcome to turn to the Raphael Recanati International School staff for advice and assistance. Before commencing studies, all students must clarify their status and eligibility for a student visa (A-2) or Israeli citizenship with the Israeli embassy or consulate in their country of origin.

**A student visa should be obtained in advance, in the student's country of origin.** International students who are children of an Israeli parent must settle all matters, such as whether they must obtain an Israeli passport and deferment of military service, with the nearest Israeli embassy or consulate.

For students considering making Aliyah (immigrating to Israel): [www.jewishagency.org/Aliyah/](http://www.jewishagency.org/Aliyah/), or from North America: [www.nbn.org.il](http://www.nbn.org.il)

## CAREER CENTER

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The Career Center strives to prepare students to enter the workplace and help them find employment opportunities through counseling, placement, and informational services. It is tailored to meet the specific needs of students and graduates of each of Reichman University's schools, according to the relevant market.

These services include personal career counseling and assistance (including one-on-one LinkedIn sessions), introducing AI-relevant tools, lectures and workshops on job-seeking strategies, interview prep, etc. In addition, the Career Center provides recruitment and networking opportunities such as job fairs, coffee chats, and potential employer meetings. The center also maintains an updated listing of hundreds of job openings in Israel for students and graduates.

**For more information:**

[www.runi.ac.il/career/eng](http://www.runi.ac.il/career/eng)

[www.facebook.com/groups/710557439037233/](https://www.facebook.com/groups/710557439037233/)

[www.linkedin.com/groups/1862147/](https://www.linkedin.com/groups/1862147/)

## HEALTH INSURANCE

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All Reichman University students are required to have comprehensive health insurance coverage throughout the entire period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee in accordance with the country's health insurance legislation. International students who are not covered by Israel's national health insurance (Bituach Leumi) should purchase their own health insurance policy to cover their medical needs while in Israel or purchase the **UMS HAREL YEDIDIM** insurance policy for international students, offered by Reichman University.

Our special arrangement with HAREL YEDIDIM insurance company provides comprehensive health coverage for NIS 5,920\* per academic year, which will be charged at the beginning of each year.

In order to have continuous coverage, the policy is automatically renewed from one academic year to the next until the scheduled end of the program unless a student notifies the school in writing that they wish to cancel.

*\* Rates are subject to change according to insurance company rate fluctuations.*



# RRIS GLOBAL VILLAGE

## 30%

OF THE STUDENT POPULATION  
OF REICHMAN UNIVERSITY ARE  
INTERNATIONAL STUDENTS.

RRIS IS THE LARGEST ACADEMIC  
ABSORPTION CENTER IN ISRAEL.

## 36%

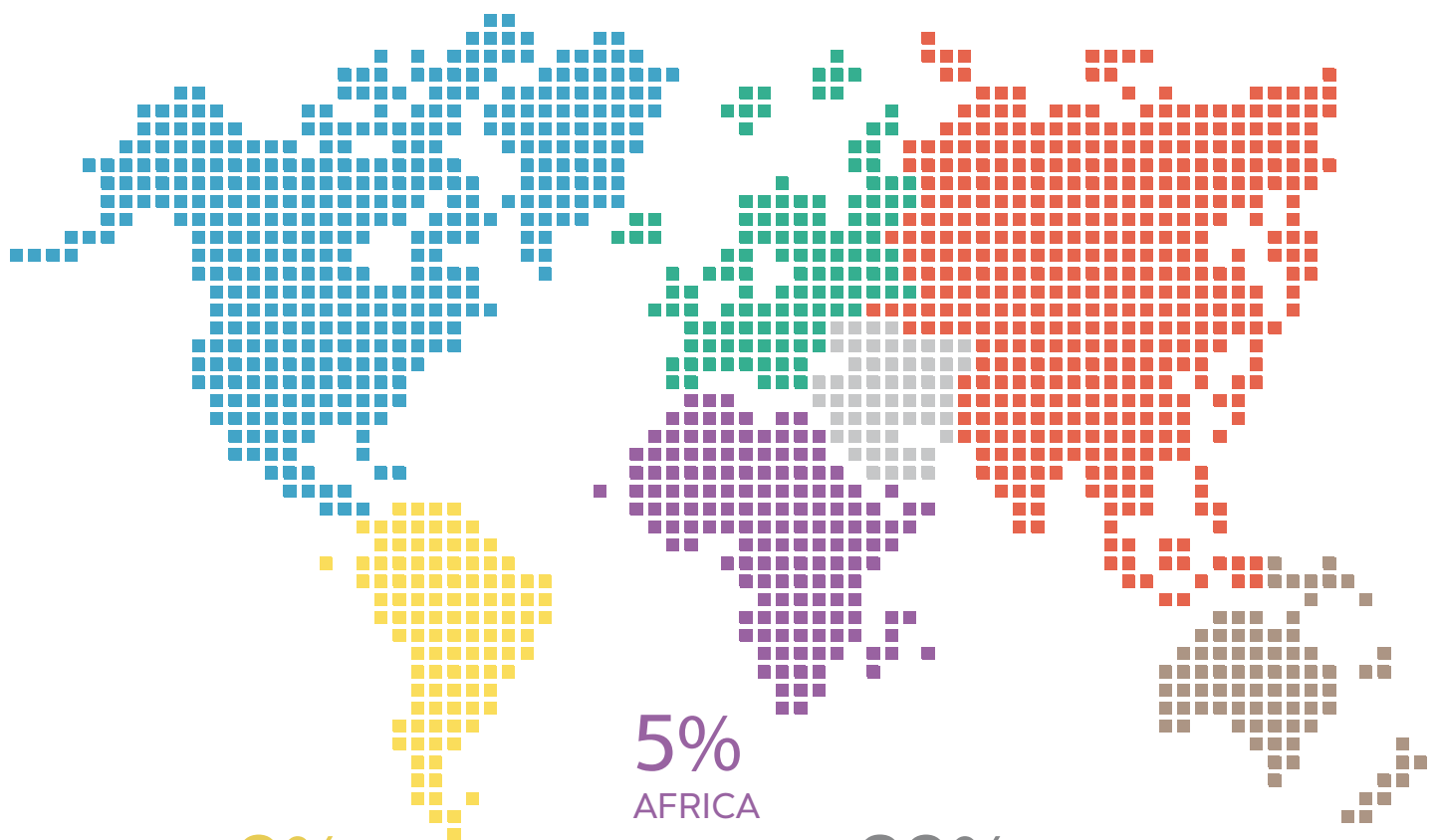
NORTH AMERICA

## 21%

EUROPE

## 2%

ASIA & OCEANIA



## 8%

LATIN  
AMERICA

## 5%

AFRICA

## 28%

ISRAEL &  
THE MIDDLE EAST

# STUDENTS IN THE GLOBAL MBA

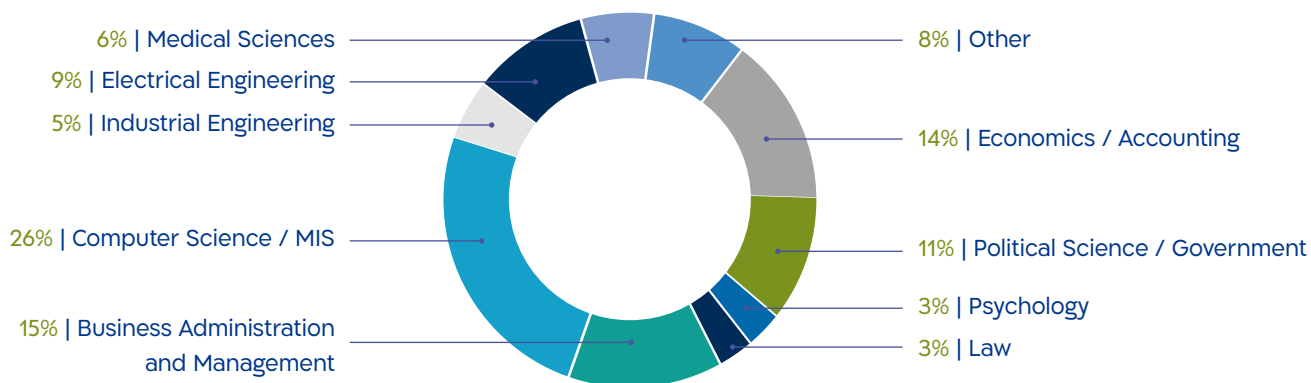
Average years of employment after completion of first degree

6

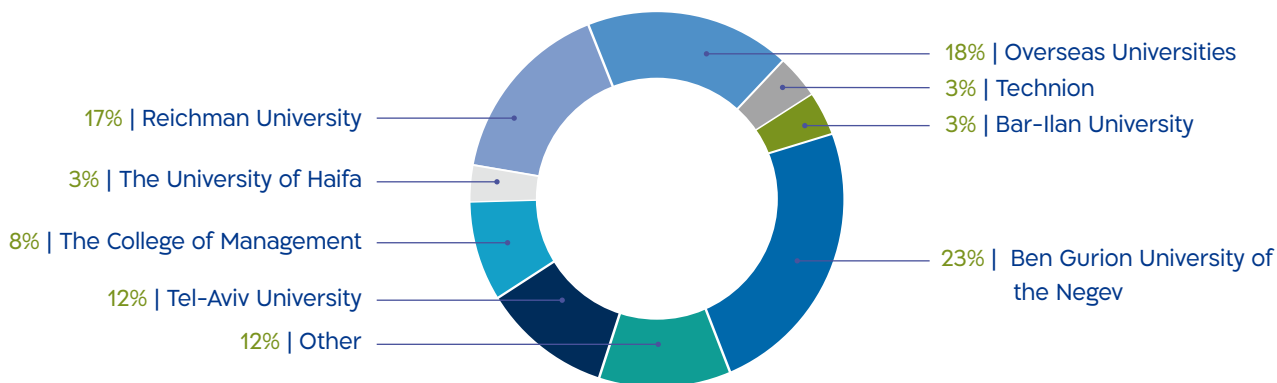
Average age

31

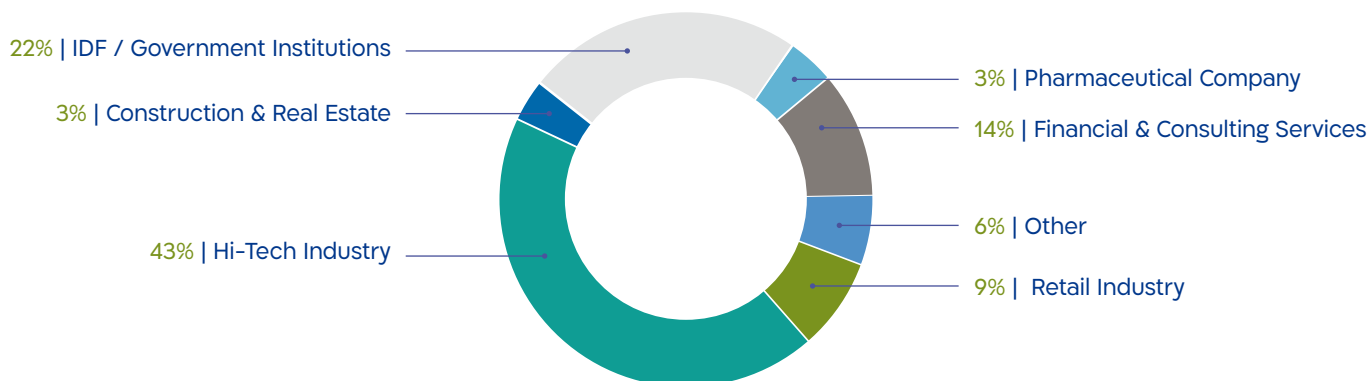
## ACADEMIC BACKGROUND



## PRIOR ACADEMIC INSTITUTION



## PRIOR JOB SECTORS



# ACADEMIC CALENDAR

## ה'תשפ"ו 2025-2026

Opening event–November 7, 2025

Mini Semester 1	Nov 9–Dec 19, 2025
Mini Semester 2	Jan 4–Feb 13, 2026
Mini Semester 3	March 2–April 11, 2025
<i>Purim break</i>	<i>Mar 3, 2026</i>
<i>Pesach break</i>	<i>Apr 1–7, 2026</i>
<i>Memorial Day and Independence Day</i>	<i>Apr 20–22, 2026</i>
<i>Shavuot break</i>	<i>May 21–22, 2026</i>
Mini Semester 4	May 10–Jun 26, 2026
Mini Semester 5	Jul 12–Aug 21, 2026
<i>Rosh Hashanah break</i>	<i>Sept 11–13, 2026</i>
<i>Yom Kippur break</i>	<i>Sept 20–21, 2026</i>
<i>Sukkot break</i>	<i>Sept 25–Oct 2, 2026</i>
Mini Semester 6	Nov 15–Dec 25, 2026
Mini Semester 7	Jan 10–Feb 19, 2027
Mini Semester 8	Mar 7–Apr 16, 2027
<i>Purim break</i>	<i>Mar 23, 2027</i>
<i>Pesach break</i>	<i>Apr 21–27, 2027</i>
<i>Memorial Day and Independence Day</i>	<i>May 10–12, 2027</i>
Mini Semester 9	May 16–Jul 2, 2027
<i>Shavuot break</i>	<i>Jun 10–11, 2027</i>

- New York Study Tour dates will be publicized at the start of the school year.
- Exams will take place between mini semesters, Friday mornings, or weekday afternoons.
- The schedule is tentative and subject to change.

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AND JOE  
RE HALLS

אולמות  
קברל וזארי



[www.rris.runi.ac.il](http://www.rris.runi.ac.il)

## ISRAEL

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## NORTH AMERICA

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c/o American Friends of Reichman  
University

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New York, NY 10019  
Tel + 1 212 213 5962, + 1 212 213 5961  
[rris.us@runi.ac.il](mailto:rris.us@runi.ac.il)

Submit your application online >>

<https://forms.runi.ac.il/#/Public/Registration?lang=en&form=MA>

For more information  
about the program  
Scan here >>

