

RAPHAEL RECANATI INTERNATIONAL SCHOOL REICHMAN UNIVERSITY



LIVE IN ISRAEL, STUDY IN ENGLISH

UNDERGRADUATE DEGREE PROGRAMS
2023-2024



Reichman
University

Raphael Recanati
International School

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REICHMAN UNIVERSITY FAST FACTS



Over **2,500**

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



Over

35,000

graduates worldwide



Over **50**

research institutes
at Reichman University

www.runi.ac.il/research-institutes



Israel's first and only
private university



The Adelson
School of Entrepreneurship
is the first school in Israel
to award a
**full academic degree in
entrepreneurship**



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



More than **120**
exchange programs
with leading universities
around the world



Reichman University
operates a **radio station**
at frequency 106.2 FM,
where students from all
schools broadcast in both
Hebrew and English

<https://1062fm.co.il/en/>



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



Over **300** lone
soldiers studying for
full degrees

REICHMAN UNIVERSITY:
THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL



FREEDOM AND RESPONSIBILITY

We believe that leaders of the future should be trained to cope with the challenges of the 21st century. This will ensure that the waves of change carry you forward, and do not bring you down.

To our alumni, I say: Go out and fulfill your aspirations. But remember that as you succeed, you have a responsibility to those who cannot help themselves, as well as to our society and to our country.

Alongside personal freedom, there is social responsibility.

Prof. Uriel Reichman, Founding President
and Chairman of the Board of Directors,
Reichman University



Dear Prospective Students,

You are reading this brochure at a time when you are required to make important decisions – the start of a period in your life that will significantly affect your future. It is an era ripe with challenges, arising from changes that are sweeping the entire world while also impacting your immediate environment.

Even during this period, we are thinking ahead, about your future and the world upon which you will embark when you graduate. Waves of change are a fascinating opportunity for us, and we are constantly engaged in creating innovative and progressive curriculums and research. The entire university community is mobilized for this mission.

Twenty-seven years after the establishment of Interdisciplinary Center Herzliya, this year, we opened our doors for the first time with the official status of a university – Reichman University.

Reichman University is an institution with a social mission and a commitment to training the future leadership of Israeli society. From day one, we believed that the most correct and best way to do this is through interdisciplinary education, which combines at least two areas of study. Today, we continue to create connections between social sciences and the fields of technology and science.

This year, some 8,400 Reichman University students are working toward degrees in various undergraduate, master's, and PhD programs. Of them, 2,500 students from over 90 countries around the world are studying in English, at Reichman University's Raphael Recanati International School. The multicultural atmosphere can be felt on campus, and we are proud to be an institution that fosters a young and global leadership.

The combination of the best lecturers with innovative curriculums helps us to produce generations of impressive graduates and graduates, who are enjoying unprecedented success in the labor market and in academia. At Reichman University, aside from knowledge and analytical tools, you will receive tools necessary for independent and critical thinking and for developing your creativity. These tools will serve you well on the journey of your life, and help you lead and face the challenges of the 21st century.

A fascinating time awaits you. Your personal success and future contributions to society are the main goal of our work.

Good luck,

Prof. Rafi Melnick,

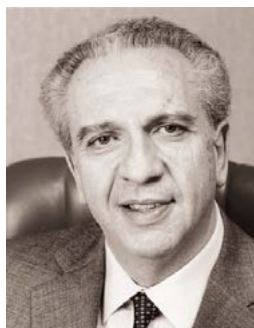
President of Reichman University



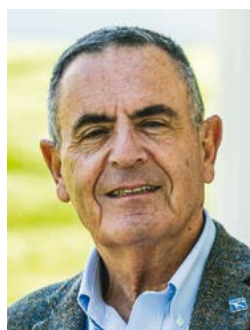
THESE YOUNG MEN AND WOMEN BECOME THE FUTURE LEADERSHIP OF ISRAEL, AND OF THE DIASPORA..."

Raphael Recanati, after whom Reichman University's Raphael Recanati International School is named, was the founder and chairman of the Overseas Shipholding Group, and chairman of the Israel Discount Bank from 1982 to 1986. He and his brothers, Danny and Yaacov, had founded the IDB Group, and Raphael continued to develop it until his passing in 1999. All three of them were instrumental in developing industry, transportation, high-tech, and the financial sector in Israel, with the goal of developing businesses that were in the interest of the new struggling nation headed by David Ben-Gurion and Minister of Finance Pinchas Sapir.

Born in Salonika, Greece, Raphael Recanati immigrated to Israel with his family in 1935, and later joined the Palmach and the Haganah. He served as an emissary in Egypt during the Aliyah Bet (clandestine immigration). Throughout his lifetime, Raphael Recanati proved a steadfast philanthropist in the areas of medicine, education, and culture. This included contributing greatly to the development of the Rabin Medical Center, the Tel Aviv University School of Business, Ben-Gurion University School of Nursing, and other institutions in Israel. In the United States, known beneficiaries of his generosity include the Beth Israel Medical Center, the Recanati/Miller Transplantation Institute at Mount Sinai Hospital, and the UJA-Federation of New York, among many others. Raphael Recanati was survived by his wife Dina z"l (born Hettena) and two sons, Michael, who passed away in 2015, and Oudi.



RAPHAEL RECANATI
(1924–1999)



AN INVITATION FROM THE HEAD OF THE SCHOOL

JONATHAN DAVIS

VICE PRESIDENT FOR EXTERNAL RELATIONS
HEAD, RAPHAEL RECANATI INTERNATIONAL SCHOOL



OUDI RECANATI
CHANCELLOR,
REICHMAN UNIVERSITY

At the beginning of the academic year, I am always amazed to see our freshman students, who hail from over 90 countries, enter the Raphael Recanati International School filled with promise and ambition. Three years later, I have the pleasure of hosting these students at our home, where I am equally amazed by the growth and maturity they exhibit, their knowledge of Israel and its history, and their understanding of the miracle of the Zionist dream. These young men and women become the future leadership of Israel, and of the Diaspora, endowed with the tools and knowledge to excel wherever life takes them.

I feel very fortunate to be part of this outstanding academic institution, which fills me with pride and hope for the future of Israel and the continuity of the Jewish people.

The Raphael Recanati International School at Reichman University is an "island" of opportunity for students from around the world who would like to deepen their bonds with Israel while earning internationally recognized academic degrees. Our dedicated staff provides services that a student living away from home needs - from academic, to social, to housing, and many more.

In 1994 Prof. Uriel Reichman, president and founder of Reichman University, established this academic institution based on the values of "freedom and responsibility." His aim was to imbue in our students the inner aspiration to succeed, while never forgetting their responsibility to help and support others.

The RRIS has 2,500 students from over 90 countries - a third of Reichman University's total student body. We can proudly call ourselves the largest academic absorption center in the country. In fact, 37% of all international students studying full-time for their degrees in Israel study at Reichman University. This gives us the highest number of international students of any academic institution in the country. According to Israel's Council for Higher Education, we are ranked number one, both per capita and in absolute numbers, out of 65 universities and colleges in Israel.

Reichman University, which recently became Israel's first private university, takes pride in the fact that our faculty members are leaders in their fields and professions, with many having joined us from Ivy League and world-renowned universities. These experts strongly value our ideal of "the student as our partner" and work to ensure a good combination of scholarly excellence and practical experience within their curricula.

After graduation, many of our students choose to make Israel their home, while others become ambassadors for the State of Israel in their overseas communities. Some of our graduates continue to graduate programs at top universities around the world, while others work for successful global companies.

We invite you to join the Reichman University family, and look forward to helping you realize the vision of Theodor Herzl - "If you will it, it is no dream."

Here's to your "next year in Herzliya."



ON-CAMPUS HOUSING ARRANGEMENTS

Reichman University students can enjoy a high standard of living, in 750 fully-equipped residential units, located in three 12-story towers on the Reichman University campus. The apartments are fully furnished to accommodate all the residents' needs. Each unit has heating and air conditioning, a private bathroom with a shower, a living area, and a kitchen equipped with a refrigerator, a microwave, an electric stovetop, and a kettle. Each room has a TV, HOT cable, and WiFi. In addition, there are common laundry rooms with washing machines and dryers in each building.

The housing fee includes cable; WiFi throughout the entire building; municipality fees; maintenance; gardening; cleaning of shared areas; and security. It does not include electricity, cooling, or water.



The dormitory towers were planned and designed to meet green building standards. All floors have study areas that allow students to focus on their studies and maintain a vibrant social life. Skilled and experienced professional staff members maintain the dormitories, and are available to the students on a daily basis. Security services operate 24/7.

Students can register online to live in Reichman University's dormitories. Once they confirm that they'll be attending Reichman University, they'll receive an email inviting them to register for the dorms by filling out a questionnaire and paying a \$75 USD registration fee.

Please email any questions about the dorms to:

dorms@runi.ac.il

(Office hours: Sun-Thurs, 8:00 AM-4:00 PM)

THE CITY OF HERZLIYA

Reichman University is located in Herzliya, a city 16 kilometers north of Tel Aviv, along the Mediterranean coast. Herzliya is an ideal area for students, as it is located in the center of the country and has both train and bus services to all areas of Israel. The Reichman University campus is in a residential neighborhood, with leafy, quiet streets and all the required amenities. Herzliya has malls, restaurants and pubs, concert halls, a downtown outdoor street mall with cafes and shops, parks and recreational facilities including jogging and bicycle paths, and, of course, a beautiful white-sand beach.

For more information: www.herzliya.muni.il

SPECIAL PROGRAMS



REICHMAN UNIVERSITY MILAB

The Reichman University Media Innovation Lab (milab) of the Sammy Ofer School of Communications is an academic research and prototyping lab that explores the future of media, technology, and human-computer interaction. We work in interdisciplinary project teams that include experts in interactive media, computer science, design, and psychology. This enables our students to deal with complex challenges from different angles and perspectives. We focus on the relationship between digital technology and physical interaction, and are committed to keeping the human experience at the core of our innovation process.

At milab, we work closely with strategic industry sponsors and international research centers in the human-centered computing and media technology domains. Throughout the year, we conduct several joint projects with leading research laboratories around the world, among them the Media Lab at the Massachusetts Institute of Technology (MIT).

Milab also runs a new and unique MA degree in Human-Computer Interaction (HCI), the first of its kind in Israel.

milab.runi.ac.il



THE ZELL ENTREPRENEURSHIP PROGRAM

The Zell Entrepreneurship Program is a venture creation program for outstanding undergraduate students from all of Reichman University's schools, who have the ambition and ability to launch an entrepreneurial venture. The program was established thanks to a generous contribution from world-renowned entrepreneur Sam Zell, of Chicago.

Admission criteria for the Zell Entrepreneurship Program include demonstrated leadership ability, high academic standing, and experience in, and familiarity with, business or social entrepreneurship.

Over the course of an academic year, students acquire practical tools and theoretical knowledge, then work toward establishing their ventures – examining potential ideas, analyzing the business environment, validating product-market fit, building business models, and launching their startups. Each team is assigned industry expert mentors and has access to a board of faculty and business advisors. The culmination of the year-long program is a study trip abroad, which includes company visits and meeting the program's founder and benefactor, Sam Zell.

Over the years, alumni of the Zell Program have established more than 160 companies that employ thousands of workers in Israel and abroad. Several have made significant exits. Many Zell alumni are working in key management positions throughout the global ecosystem, harnessing the skills, experience, and entrepreneurial mindset they gained during this intensive year.

www.runi.ac.il/zell

THE ARGOV FELLOWS PROGRAM IN LEADERSHIP AND DIPLOMACY

Building on the legacy of former Israeli Ambassador Shlomo Argov, the Argov Fellows Program acts as an accelerator to prepare exceptional students from all Reichman University schools for future leadership positions in a wide range of fields, in Israel and overseas. The program accepts around 20 students who are in their final year of studies. (Students can also stay an additional year following completion of their bachelor's degree, in order to take part in the program.)

Through a challenging interdisciplinary curriculum, the Argov program strives to give students the knowledge, tools, and skills necessary to meet the many challenges that Israel faces in today's complex global environment. Conducted entirely in English, it combines academic training, practical skills, and hands-on experiences. The program's unique curriculum includes courses, seminars, and workshops taught exclusively to Argov Fellows by leading academic and professional experts from Israel and around the world.

Students also participate in study tours to Europe, the United States, and throughout Israel. The fellowship year concludes with a public presentation of Capstone group policy projects, in which the fellows propose their solutions to major policy challenges facing Israel and the Jewish people. Upon graduation, fellows receive an invitation to join the Argov Alumni Association.

To date, there are over 350 Argov alumni. Many of the program's graduates have continued on to prestigious fellowship programs such as Rhodes and Chevening, to graduate programs at leading universities, including Harvard, Columbia, Cambridge, and Oxford, and to leading positions in the public, private, and nonprofit sectors.

www.runi.ac.il/argov

PUBLIC DIPLOMACY PROGRAM

The Public Diplomacy Program offers a joint curriculum of the Sammy Ofer School of Communications and the Lauder School of Government, Diplomacy & Strategy.

The program combines content from government, communications, psychology, and marketing, in addition to various practical workshops. It provides students with a rich "tool kit" that will enable them to deal with a variety of challenges in the diplomatic and advocacy arenas.

Students are given the opportunity to apply the tools they learn, and to acquire practical experience, through a unique internship at Act-IL. Act-IL uses technology to harness the power of communities, in a dynamic method that responds to the ever-changing landscape of social media and the unfortunate waves of antisemitism and anti-Israel expressions online. Students learn to use crowdsourcing systematically, and to locate the most efficient ways for Act-IL's online community to engage in activism and fight antisemitism and anti-Israel bias on social media.

The Public Diplomacy Program works in collaboration with the Abba Eban Institute for International Diplomacy at Reichman University, which is led by Amb. Ron Prosor. This collaboration gives students exposure to a variety of experts in the fields of business, media, civil society, and government, who not only share their know-how during hands-on workshops, but also provide incredible networking opportunities for the students.

The Public Diplomacy Program is taught in English and runs over the course of an academic year.

www.runi.ac.il/publicdiplomacy



RAPHAEL RECANATI INTERNATIONAL SCHOOL



Ethel & Leonard Tigay Orientation Trip to the Negev for more than 500 new students

Funding for this trip has been provided by the Ethel and Leonard Tigay Family
Cultural Education Program



THE RRIS GLOBAL VILLAGE 2022-2023

30% NORTH AMERICA

Canada 65
USA 675

740

8% LATIN AMERICA

Argentina	17
Bolivia	1
Brazil	35
Chile	10
Colombia	13
Costa Rica	7
Ecuador	4
El Salvador	1
Guatemala	9
Mexico	29
Panama	36
Paraguay	2
Peru	9
Uruguay	8
Venezuela	18

199

30%



OF THE STUDENT POPULATION
OF REICHMAN UNIVERSITY ARE
INTERNATIONAL STUDENTS.
THE RRIS IS THE LARGEST ACADEMIC
ABSORPTION CENTER IN ISRAEL.

6% AFRICA

Cameroon	1
Eritrea	2
Equatorial Guinea	1
Ethiopia	7
Guinea	1
Ivory Coast	1
Kenya	1
Liberia	1
Malawi	1
Nigeria	3
Rwanda	4
South Africa	103
South Sudan	5
Sudan	1
Tanzania	1
Uganda	1
Zambia	3

136

21% EUROPE

Armenia	2
Austria	11
Azerbaijan	5
Belarus	5
Belgium	22
Czech Republic	2
Denmark	2
Finland	1
France	124
Georgia	3
Germany	44
Greece	3
Hungary	4
Ireland	1
Italy	59
Kazakhstan	5
Lithuania	2
Luxembourg	1
Macedonia	1
Moldova	1
Monaco	1
Netherlands	22
Norway	3
Poland	2
Portugal	2
Romania	7
Russia	51
Serbia and Montenegro	2
Spain	11
Switzerland	29
UK	57
Ukraine	14
Uzbekistan	5

504

32% ISRAEL & THE MIDDLE EAST

Israel	783
Morocco	4
Turkey	3
United Arab Emirates	2
Jordan	1

793

3% ASIA & OCEANIA

Australia	20
China	19
Iran	2
Hong Kong	5
India	17
Japan	3
Papua New Guinea	2
Singapore	2
Pakistan	1
South Korea	2
Philippines	2
Thailand	4
Vietnam	2
Taiwan	3

84

CAMPUS LIFE AT REICHMAN UNIVERSITY



Orientation Trip



Purim Celebrations



Masa Ceremony in Latrun for Yom Hazikaron



Reichman University Idol live



Hanukkah Tour in Jerusalem



Make the Case for Israel in the RRIS - Ambassadors' Club



Hachnasat Sefer Torah
Donated by Gilbert Benhamou



Bike and Wine Trip



SOCIAL & CULTURAL LIFE AT REICHMAN UNIVERSITY

Kayak Club, headed by Dr. Tal Azran



Tu Bishvat Seder



Hiking on Shabbaton Weekend

FALL SEMESTER

- Orientation Trip to the South of Israel
- Delegation to Poland
- Ambassadors' Club
- **Annual Shabbaton***
- Stand-up Comedy Night
- Hanukkah Candle Lighting Reception
- Hanukkiot Tour in Jerusalem
- Tzahal 101 Soldiers Panel
- Exam Preparation event
- **Tu B'shvat Seder***



Lag Ba'Omer



Emmanuel Moreno Prayer Room



Holocaust Day Visit to Yad Vashem

SPRING SEMESTER

- North Trip
- Purim Megillah Reading*
- Yad Vashem Museum Tour
- Israel's Memorial Day Ceremony
- Bike & Wine Trip
- International Festival
- Lag Ba'Omer event*
- Night Trip
- Reichman University Idol Live
- Shavuot Learning and Celebrations*

YEAR-LONG ACTIVITIES

- Israel Culture Tours
 - Kayak Club
 - Sports Activities on Campus
 - Debate Team
 - Shabbat Dinners on Campus*
 - Shabbat Lunches in the Park*
 - International Model UN Club
 - Entrepreneurship Club
 - Drama Club
 - Jewish and Israeli Holiday Celebrations*
 - Reichman University Dance Troupe
 - Shacharit Club with Torah Reading*
 - Reichman University Band
 - Reichman University Choir
 - Akevot Sustainability Club
 - Soccer League
 - Regular Gemara and other Shiurim*
 - Reichman University Sports Units: Soccer, Basketball, etc.
 - AEPI Reichman University Fraternity
 - Daily Shacharit/Mincha/Maariv Club* (Active WhatsApp Prayer/Davening Group With 400+ Members)
- Richard Allen Julis (Raphael Avraham Ben Moshe) Prayer Room
Emmanuel Moreno Prayer Room

* In cooperation with JLIC -
Jewish Learning Initiative on Campus

HEALTH INSURANCE



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 \$1,600 USD* 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 the student notifies the school in writing that he/she wishes to cancel.

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

VISA & STATUS ASSISTANCE



Students are responsible for clarifying and establishing their status in Israel, and can 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 deferment of military service, with the nearest Israeli embassy or consulate.

Students considering making aliyah (immigrating to Israel):

<https://www.jewishagency.org/aliyah/>

For North America/UK www.nbn.org.il



ORIENTATION WEEK

One of the most innovative and important services that Reichman University provides to its students is a week-long orientation for first-year students. Orientation Week is designed to make your entry into the academic environment as smooth as possible. The orientation program provides new students with the opportunity to meet one another, get acquainted with the academic and administrative staff, check out the campus facilities, and engage in lectures and discussions. The orientation program includes various social activities, informational sessions regarding administration, the use of the campus facilities, and a full day excursion that is pure fun. Participation in Orientation Week is mandatory for all first-year students.



LEARNING HEBREW

Hebrew is offered to RRIS students as an elective course for credit. Interested students take a placement test and are put into appropriate classes, based on their test results. Classes are designed to help students feel comfortable speaking Hebrew.

In addition, Reichman University offers a five-week, intensive summer Hebrew *Ulpan*, which allows Reichman University students to learn Hebrew during the summer vacation. The *Ulpan* is run in conjunction with the Ministry of Education and the Ministry of Aliyah and Integration, and offers five levels of intensive Hebrew instruction. Please note that *Ulpan* students are responsible for their own accommodations.

REQUIRED PREPARATORY COURSES

The RRIS curriculum includes preparatory courses that must be taken prior to the beginning of the academic year. These courses are designed to teach new students various skills that will allow them to succeed in their studies.

Students who are enrolled in the following programs are required to complete a preparatory course in mathematics:

- BA in Business Administration
- BA in Business & Economics
- BA in Entrepreneurship & Business
- BSc in Computer Science
- BA in Entrepreneurship & BSc in Computer Science

Students who are enrolled in the BSc in Computer Science or the BA in Entrepreneurship & BSc in Computer Science programs are also required to complete an additional Computer Programming preparatory course.



1. Preparatory Math Course for Business

Applicants who have been admitted to the BA program in Business Administration, the double major program in Business Administration and Economics, or the double major program in Entrepreneurship and Business will likely be required to take a Mathematics preparatory course. (Applicants' acceptance letters will state whether they're required to take it.)

Course topics:

- Basic Algebraic Operations
- Algebraic Identities
- Solving Equations & Inequalities
- Linear & Quadratic Functions
- The Cartesian Coordinate System (the xy-plane)
- Logarithms & Exponents: Basic Techniques & Equations
- Differentiation Techniques & Applications of the Derivative
- Limits of Functions
- Graphing Functions
- Arithmetic and Geometric Sequences

We strongly recommend that students review the subjects listed above, as some previous knowledge is assumed in these subjects.

Length of the course: 80 academic hours (15 sessions)

2. Preparatory Math Course for Computer Science

Applicants who have been admitted to the BSc program in Computer Science or the double major program in Entrepreneurship & Computer Science will likely be required to pass a Mathematics preparatory course for Computer Science. Applicants should refer to their acceptance letter to determine whether they are required to pass this course in order to officially enroll in the School of Computer Science.

Course topics:

- Equations of One or Two Variables
- Linear Equations
- Quadratic Equations
- Equation of a Higher Degree
- Equations with Parameters
- Equations with Radicals
- Polynomial Division
- Inequalities (linear, quadratic, higher degree, with quotients, with absolute value, and/or systems)
- Exponents and Logarithms (properties, equations, inequalities)
- Basic Functions: Linear and Quadratic
- Sequences (arithmetic, geometric, recursive)
- Complex Numbers
- Limits
- Derivatives (definition, application)
- Function Investigation: Polynomials; Rational Functions; Radicals; Exponential & Logarithmic Functions Including Parametric Problems
- Trigonometric Identities & Equations

Length of the course: 100 academic hours (17 sessions)

3. Preparatory Programming Course for Computer Science or Entrepreneurship & Computer Science

The purpose of the course is to provide participants with basic programming skills and to prepare them for the "Introduction to Computer Science" course, which is offered in the fall semester. This preparatory course is an introductory course that requires no prior knowledge or background in programming, but the fundamental topics are studied at a fast pace. Participation in the course is mandatory.

Course topics:

- Basic Data Types
- Variables
- Logic & Arithmetic Expressions
- Control Structures (if, while, for)
- One-dimensional Arrays
- Writing, Documentation, & Testing Computer Programs in Java

Length of the course: 40 academic hours (10 sessions)



4. Preparatory English Course

Depending on previous studies and level of English proficiency (demonstrated on an English proficiency exam), candidates may be required to participate in an English language preparatory course (English Mechina). This course is designed to prepare non-native speakers for academic studies in English. (Applicants' acceptance letters will state whether they are required to take it.)

Length of the course: 33 academic hours (11 sessions)

CAREER CENTER

The Career Center strives to prepare students to enter the workplace and to help them find employment opportunities, by providing counseling, placement, and informational services. It is tailored to meet the specific needs of the students and graduates of each of Reichman University's schools, according to the relevant market. These services include personal career counseling and assistance, as well as lectures and workshops on job-seeking strategies, LinkedIn, and interviews. In addition, the Career Center provides recruitment and networking opportunities such as job fairs, Coffee Chats, and employers meetings. The center also maintains an updated listing of hundreds of job openings in Israel for students and graduates.

www.runi.ac.il/career/eng

<https://www.facebook.com/groups/710557439037233/>

<https://www.linkedin.com/groups/1862147/>



REICHMAN UNIVERSITY INTERNSHIP PROGRAM

The Reichman University Internship Program offers outstanding students in the Raphael Recanati International School opportunities for paid internships at selected companies.

THE LEAH AND ITZHAK SHECHTER CENTER FOR PSYCHOLOGICAL COUNSELING SERVICES

The Reichman University Psychological Counseling Service is designed to promote the health and well-being of students. Resident psychologists provide professional, individualized counseling in both scholastic and personal matters - from problems related to social integration and learning disabilities to personal conflicts and crises. All counseling is kept strictly confidential. If extended treatment is recommended, the student is referred to a suitable off-campus professional.

www.runi.ac.il/eng/psycoun

THE LEA & NAFTALI BEN- YEHUDA ACCESSIBILITY & STUDY SKILLS CENTER


The Accessibility & Study Skills Center operates as part of the Dean of Student Affairs office at Reichman University. The center offers a variety of activities and services to students, from registration to graduation. It was established thanks to donations intended for students with disabilities and/or various learning issues.

The Accessibility & Study Skills Center is designed to assist students who are recognized by the Dean of Student Affairs as those with learning issues and/or attention deficit disorders, as well as students with temporary/permanent medical conditions that affect their learning abilities.

Services provided by the Accessibility & Study Skills Center:

- Tools to help students with disabilities succeed in their studies
- Academic learning strategies
- Exposure to and knowledge of assistive technology
- Information for maximizing social insurance rights and assistance from other organizations (for Israeli citizens)
- Use of quiet space at the center, to study without interruption
- Academic mentorship
- Various workshops, such as mindfulness

<https://www.runi.ac.il/en/students/dean/psy-service/>



STUDENT EXCHANGE PROGRAMS

The Raphael Recanati International School prepares students to play a role in global affairs. Reichman University offers exchange programs to its outstanding students at some of the world's leading universities and, in turn, hosts students from these universities at Reichman University.

Students enrolled in these exchange programs continue to pay tuition only to their home university.

STUDY ABROAD PROGRAM

ONE SEMESTER / ONE YEAR

We offer top-tier academic courses taught entirely in English. Your coursework can count towards your major, minor, or elective requirements at your home institution. As a Study Abroad student, you will be able to choose courses from all of Reichman University's schools (other than the Efi Arazi School of Computer Science, seminars, or workshop classes), and build a tailor-made schedule catered to your interests and academic requirements.



Reichman University has more than 120 exchange agreements with academic institutions worldwide, some of which are listed below:

COUNTRY	UNIVERSITY
Austria	Vienna University of Economics
Brazil	Pontifical Catholic University Rio (PUC)
Canada	University of Ottawa
China	Tsinghua University Peking University, HSBC campus in Shenzhen
Czech Republic	Charles University
Denmark	Copenhagen Business School
Ecuador	University of San Francisco de Quito (Galápagos campus)
France	Paris Dauphine University Sciences Po Paris
Germany	Berlin School of Economics and Law (HWR) Ludwig Maximilians University (LMU) Mannheim University
India	NALSAR University Indian Institute of Technology Madras
Italy	Bocconi University LUISS University
Mexico	Tecnologico de Monterrey
Netherlands	Tilburg University
Portugal	Universidade Católica de Lisboa
Peru	Universidad Del Pacífico
Singapore	National University of Singapore (NUS) Nanyang Technological University (NTU) Singapore Management University (SMU)
Spain	IE Madrid Universidad Pompeu Fabra (UPF)
Sweden	Stockholm University
Switzerland	Zurich University of Applied Sciences
Turkey	KOC University
United Kingdom	Leeds University University of Birmingham
USA	George Washington University Washington University in St. Louis University of Southern California Emory University Berkeley University (only for economics) Pace University
Uruguay	University of Montevideo
Vietnam	FPT University

For a full list of our partner institutions please see: www.runi.ac.il/en/global/pages/home.aspx

REICHMAN UNIVERSITY ALUMNI ASSOCIATION

The Reichman University Alumni Association was established in 1998 by the first graduates of Reichman University, in collaboration with the Reichman University administration. The Reichman University Alumni Association currently boasts approximately 35,000 alumni, with 2,500 new alumni joining the Association annually.

The Association is a professional and social community based on mutual responsibility and a sense of belonging and pride. It aims to develop and enrich the alumni, and to strengthen the connection between our graduates and Reichman University.

For more information

- ✉ Alumni in North America info@afidc.org
- ✉ Alumni in Israel alumni@runi.ac.il
- 📘 www.facebook.com/ReichmanUniversityAlumni
- 🌐 www.linkedin.com/in/ru-alumni-association
- 📷 www.instagram.com/reichman_alumni
- 🏠 www.runi.ac.il/en/alumni/pages/home.aspx

Goals of the Reichman University Alumni Association

■ Networking & Social Activities

Creating an alumni community that will help build professional relationships among alumni, as well as between alumni and Reichman University. Developing social responsibility and creating unique platforms for community and social activities.

■ Development and Enrichment - Never Stop Learning

Providing alumni with current, up-to-date knowledge and professional tools in the fields taught at Reichman University and in fields that can inspire and broaden their horizons.

■ Support of Reichman University Activities

Sharing information with alumni about activities at Reichman University and encouraging them to be active participants and/or donors.

■ Placement and Career

Identifying jobs and making them accessible to alumni. Providing employment-related tools and personal consultations.

REICHMAN UNIVERSITY ALUMNI

The Reichman University alumni community is expanding rapidly. Within the community there are growing collaborations between the graduates, as well as with Reichman University.

Reichman University alumni can be found in leading graduate programs around the world, at major law firms, high-tech companies, investment houses, international consulting companies, the Israeli Knesset, Israeli government agencies, and other prestigious organizations.



Graduate schools Reichman University alumni attend include:

- Bocconi University, Italy
- Carnegie Mellon University, USA
- Columbia University, USA
- Cornell University, USA
- Duke University, USA
- Emory University, USA
- ESSEC Business School, France
- Georgetown University, USA
- Harvard University, USA
- Hertie School of Governance, Germany
- Instituto de Empresa Business School, Spain
- King's College, UK
- London School of Economics, UK
- Massachusetts Institute of Technology, USA
- Monash University, Australia
- New York University, USA
- Northwestern University, USA
- Paris Graduate School of Management, France
- Princeton University, USA
- Sciences-Po, France
- Taft University, USA
- Tufts University, USA
- University of California, Berkeley, USA
- University of Cambridge, UK
- University of London, UK
- University of Oxford, UK
- University Paris-Dauphine, France
- University of Pennsylvania, USA
- University of Toronto, Canada

Over **35,000** 
graduates worldwide

RAPHAEL RECANATI INTERNATIONAL SCHOOL ALUMNI



Alex Feingold, UK
Business and Economics
Account Manager, Google

“RU gave me unique opportunities that propelled me on my professional journey. The most prominent was the ability to connect and network with people from around the world, allowing me to explore and understand different cultures, minds, and lives of people I would have otherwise never had the privilege of meeting.”



Shani Orlovsky, Kenya
Sustainability and Government
**Green Building Consultant,
Alpha Sustainable Projects**

“Studying Sustainability and Government opened my eyes to the possibilities and complexities of the world, and allowed me to delve into a vast array of global topics, from international relations to conflict resolution to the importance of prioritizing the environment. My degree gave me the research skills that will allow me to take my career in many different directions.”



Ben Yoel, Thailand
Government
**PhD student in Political
Science, Michigan State
University**

“I earned both my BA and MA in Government at RU. These degrees, and the various opportunities they provided to collaborate with faculty members from the Lauder school, gave me the necessary skills to pursue my PhD.”



Pablo Vinocur, Argentina
Communications
**Head of Social Media and
Marketing, i24NEWS**

“RU taught me tremendous life lessons: Have an holistic approach when taking on all projects; a good team will always lead you to great places; and every objective is achievable if you put love and effort into reaching it.”



Sarit Sass, Israel
Computer Science
**Account Executive,
Healthcare Microsoft**

“The Efi Arazi School of Computer Science at Reichman University provided me with both technical and leadership tools, which were key factors in my career development journey.”



guidde.

Stav Hazan, South Africa
*Entrepreneurship and
Computer Science*
QA Engineer, Guidde

“My experience at Reichman University has been valuable, challenging, and constructive. The combination of entrepreneurship and technology opened a door for me to an array of opportunities in growing and innovative industries, and granted me the relevant skills that align with my personal interests and professional objectives.”



venn

Daniel Kamp, Switzerland
Business Administration
**EA to the CEO and
Sales Coordinator, Venn**

“Having the ability to learn the principles of starting a business while getting hands-on experience through mentorship from high-level professionals in the Israeli startup ecosystem has enabled me to have a better understanding of how to get started in my career.”



idyl

Ornella Siso, Belgium
*Entrepreneurship and
Business Administration*
**Co-Founder and CMO,
idyl**

“RU and the Zell program introduced me to the world of startups, tech, and marketing. Through them, I gained the hands-on tools that allowed me to found idyl, a brand-revolutionizing diamond jewelry.”



Meta

Alex Grunwald Peter, USA
Psychology
Recruiting Manager, Meta

“RU was such a unique, once-in-a-lifetime experience. Being able to live in Israel while studying psychology and business in English alongside classmates from all around the world gave me a cultural experience that I wouldn't trade for anything.”

ARISON SCHOOL OF BUSINESS

**PROFESSIONALISM,
INNOVATION,
AND ENTREPRENEURSHIP**



בית ספר אריסון למנהל עסקים
ARISON SCHOOL OF BUSINESS

בית ספר לאודור לממשל
LAUDER SCHOOL OF GOVERNMENT





We strive to prepare future business leaders and executives for the modern business world and its constantly shifting challenges - specifically those related to big data and artificial intelligence. This innovative program is continually updated to reflect new developments in business education and the global arena."



PROF. NIRON HASHAI
DEAN



TED ARISON
(1924-1999)

Ted Arison was born and raised in Tel Aviv. He enlisted in the Jewish Brigade of the British Army during WWII, and went on to become a lieutenant colonel in the Israel Defense Forces. He and his family moved to the United States, where he established the National Foundation for Advancement in the Arts and the New World Symphony, and purchased the Miami Heat NBA team. The Arison Foundation was founded in the U.S. in 1981, and launched activities in Israel in 1993. Today the foundation supports and contributes to education, health, research, and art in Israel. The Arison School of Business was established in 1995.

BUSINESS ADMINISTRATION SPECIALIZATIONS

SPECIALIZATION IN MARKETING

Dr. Talia Rymon, Head

This specialization provides students with extensive knowledge of modern and data-driven marketing in the technological era. The courses are designed to provide theoretical as well as practical knowledge, and to enable hands-on experience and practical tools through workshops, real-world projects, case study analyses, company visits, and guest lectures by leading marketing and business managers. During the last year of their studies, students work on a year-long practical marketing project and prepare a comprehensive marketing plan for leading firms, startups, and organizations.

The specialization prepares students to succeed in leading positions in a myriad of industries, including marketing managers, digital managers, marcomm managers, product marketing managers, and brand managers. Students also gain the knowledge and skills to work in companies that provide various marketing services including: advertising, public relations, digital marketing, marketing consultancy, and marketing research.



Ben Gravklev, Norway, *Business Administration*

SPECIALIZATION IN FINANCE

Prof. Yaniv Grinstein, Head

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

This specialization prepares students to succeed in lucrative positions at financial institutions, banks, and insurance companies, as well as in the financial departments of corporations and consulting firms. It provides the right balance between theoretical foundations and practical courses, and teaches students how to obtain and manage sources of capital. In addition, it introduces students to advanced technological innovations in the field of finance, such as cryptocurrency and blockchain technology.

SPECIALIZATION IN DIGITAL INNOVATION

Dr. Moses Miller, Head

As the information revolution continues, and the world relies more on technology and becomes more digital, global organizations recognize the importance of adapting their operations to this digital era, in order to cope with the challenges and take advantage of the opportunities that it brings with it.

Students gain a competitive advantage via an understanding of data collection, artificial intelligence-based analysis of the data, and the development of digital products that interact with customers and improve the user experience. Graduates will have the necessary experience to go into management positions in high-tech companies.

BUSINESS ADMINISTRATION CURRICULUM

The BA program in Business Administration consists of approximately 120 credits and is designed to be completed over a period of 3 years (6 semesters). Students can choose to specialize in: Finance and Entrepreneurship; Marketing and Entrepreneurship; or Digital Innovation. Students are also required to complete credit hours in our General Studies Unit during the course of their studies.

YEAR I

- Advanced Business I
- Advanced Business II
- Mathematics I
- Statistics & Data Analysis I
- Business Economics (Micro)
- Management Skills
- Principles of Marketing Management
- Mathematics II
- Statistics & Data Analysis II
- Fundamentals of Finance
- Digital Innovation
- LinkedIn Module

EXCHANGE PROGRAMS

Reichman University offers its top students opportunities to partake in exchange programs with leading academic institutions, such as the Wharton School at the University of Pennsylvania and Singapore Management School.

ONE-YEAR MBA PROGRAM

The Arison School of Business offers a one-year MBA Program focused on management of fast-growth, innovative companies. The program combines MBA content customized for management of high-growth companies with study in the fields of innovation and entrepreneurship. The MBA comprises relevant practical experience, including the option to intern at startup firms or other companies, or participate in practical entrepreneurial projects with the guidance of lecturers and industry managers and mentors. The program is suitable for students with and without previous business work experience, and students can join the program at the end of their undergraduate degree. Courses are taught by the best lecturers Reichman University offers and by leading academics and practitioners in their fields. The program's goal is to provide students with managerial tools that will enable integration into the business world, development of new opportunities, and quick career promotions. This MBA is suitable for students who possess a strong academic background and are interested in investing in a particularly intensive degree for a short period of time.



YEAR II

FINANCE

- Fundamentals of Accounting
- Organizational Management
- Business Economics (Macro)
- Data Analysis for Business
- Critical Thinking
- Business Law
- Business Entrepreneurship
- Investment Theory
- Quantitative Methods of Finance
- Business Ethics

MARKETING

- Fundamentals of Accounting
- Organizational Management
- Business Economics (Macro)
- Data Analysis for Business
- Critical Thinking
- Business Law
- Business Ethics
- Business Entrepreneurship
- Marketing Research
- Digital Marketing

DIGITAL INNOVATION

- Fundamentals of Accounting
- Organizational Management
- Business Economics (Macro)
- Data Analysis for Business
- Critical Thinking
- Business Law
- Business Ethics
- Introduction to Digital Technology
- Introduction to Data Science
- Selected Topics in Digital Innovation
- Business Entrepreneurship
- Introduction to Programming
- UX & Product Management
- Blockchain & NFT

YEAR III

FINANCE

- Finance Seminar
- International Finance
- Advanced Topics in Corporate Finance
- Future & Options Markets
- Organizational Innovation
- Business Strategy
- Business Elective Courses
- General Elective Courses
- Company Valuations & Financial Statement Analysis*
- Fintech Workshop
- Navigating the High-Tech Sector
- Financial Modeling
- International Risk Management

* only for students who take the Finance Seminar

MARKETING

- Marketing Project Seminar
- Customer Management in the Digital Era
- Branding Strategy
- Integrated Marketing Communications
- Elective Marketing Seminar (one of the following)
 - Brandstorm of L'Oréal*
 - Marcomm Seminar*
 - Marketing in the Motion Picture Industry*
 - Organizational Innovation*
 - Business Strategy*
- Business Elective Courses
- General Elective Courses
- Innovative Marketing
- Global Marketing
- Navigating the High-Tech Sector
- The New Consumers
- Product & Innovation Management

DIGITAL INNOVATION

- Digital Product Seminar
- Customer Monetization
- Digital Product Characterization
- Digital Product Architecture & Design
- Digital Product Development
- Advanced Topics in Data Science
- Navigating the High-Tech Sector
- Marketing Technologies
- Databases & SQL
- Adoption Processes of Digital Products

BUSINESS ADMINISTRATION FACULTY

Prof. Doron Avramov, PhD, Wharton School of the University of Pennsylvania, 2000

Areas of Interest

Stock Return Predictability; Asset Pricing Models; Model Uncertainty; Portfolio Selection; Market Anomalies; Liquidity; Mutual Funds; Hedge Funds; Financial Econometrics

Prof. Elazar Berkovitch, PhD, Northwestern University, 1986

Former Dean, Arison School of Business

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization

Prof. Eyal Biyalogorsky, PhD, Duke University, 1998

Deputy Dean, Arison School of Business

Areas of Interest

Pricing; Product & Brand Management; Internet Marketing; Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991

Areas of Interest

Empirical Asset Pricing; Investments; Derivatives; Risk Management

Dr. Yael Eisenthal-Berkovitz, PhD, Columbia University, 2009

Co-head, MA in Financial Economics, Arison School of Business

Areas of Interest

Credit Risk; Systematic Investing; Portfolio Management; FinTech

Dr. Gail Gilboa Freedman, PhD, Tel Aviv University, 2011

Head, MBA Big-Data Track, Arison School of Business

Areas of Interest

Quantitative Models; Algorithm Design; Data Science; Mathematical Modeling

Prof. Jacob Goldenberg, PhD, Hebrew University of Jerusalem, 1998

Areas of Interest

Creativity; New Product Development; Diffusion of Innovation; Complexity in Market Dynamics; Social Networks Effects

Prof. Yaniv Grinstein, PhD, Carnegie Mellon University, 2000

Head, MA in Financial Economics, Arison School of Business

Areas of Interest

Corporate Finance; Corporate Governance

Prof. Niron Hashai, PhD, Tel Aviv University, 2002

Dean, Arison School of Business

Areas of Interest

Competitive Strategy; Global Businesses

Prof. Ronen Israel, PhD, Northwestern University, 1989

Areas of Interest

Corporate Finance; Mergers & Acquisitions; Bankruptcy; Firm Reorganization; Entrepreneurial Finance

Prof. Doron Israeli, PhD, Stanford University, 2013

Areas of Interest

Role of Financial Reporting in Capital Markets; Effects of Capital Markets Frictions & Human Cognitive Constraints on Pricing Efficiency and Corporate Investment Policy

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

Areas of Interest

Organizational Behavior; Leadership in Organizations; Team Management & Development; Management Skills

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005

Areas of Interest

Behavioral Finance; Empirical Asset Pricing; FinTech; Machine Learning; Cryptocurrencies

Dr. Ron Lazer, PhD, New York University, 2004

Head, MBA Management in the Digital Age, One-Year MBA Program, Arison School of Business

Areas of Interest

Financial Accounting; Financial Statement Analysis; Valuation

Dr. Ofrit Lesser, PhD, Ben-Gurion University of the Negev, 2016

Head, Master of Management Analytics, Arison School of Business

Areas of Interest

Network Analytics; Online Social Networks; Data Science

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997

Areas of Interest

Customer Social Effects & Their Effect on New Product Growth & the Firm's Profitability; Growth of Markets for New Products; Customer Relationship Management

Prof. Varda Liberman, PhD, Tel Aviv University, 1985

Provost

Head, MBA in Healthcare Innovation, Arison School of Business

Areas of Interest

Judgment and Decision-Making; Behavioral Economics

Prof. Asaf Manela, PhD, University of Chicago, 2011

Areas of Interest

Asset Pricing; Financial Intermediation; Machine Learning; Text Analysis; Information Economics

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

Head, Digital Innovation Specialization, Arison School of Business

Areas of Interest

Data Science; Machine Learning; NLP; Human-AI Integration; Business Value of Data; Social Networks; e-Commerce; Advertising; Public Health

Prof. Eitan Muller, PhD, Northwestern University

Areas of Interest

New Product Growth; Social Networks; New Product Pricing

Michal Olmert Naishtein, MA, Hebrew University of Jerusalem, 2000

Executive Director, GMBA Innovation and Entrepreneurship Track, Arison School of Business

Areas of Interest

Social Psychology; Early-Stage Startups; Ideation Methodologies

Prof. Amir Rubin, PhD, University of British Columbia, 2003

Areas of Interest

Corporate Finance; Corporate Governance; Sustainability Finance; Behavioral Finance

Dr. Talia Rymon, PhD, University of Pennsylvania, 1993

Head, Marketing Program, Arison School of Business;
Head, Arison Mentoring Program, Arison School of Business

Areas of Interest

Marketing Strategy; Marketing in the Entertainment Industry; Innovation Marketing; Services Marketing

Prof. Dan Segal, PhD, New York University, 2000

Head, Accounting Area, Arison School of Business

Areas of Interest

Earnings Management; Valuation; Financial Statement Analysis; Effects of Accounting Information on Economic Decisions; Conservatism

Prof. Ron Shachar, PhD, Tel Aviv University, 1992

Former Dean and Head of Honors Program, Arison School of Business

Areas of Interest

Storytelling & Narratives; Advertising Effectiveness; Branding & Brand Building; Entertainment Industries; Political Campaigns

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998

Head, Business and Data Analytics Program, Arison School of Business

Areas of Interest

Business Analytics; Data Science; Quantitative Finance; Quantitative Modeling

Dr. Sivanie Shiran, PhD, University of Haifa, 2006

Head, Leadership Area, MBA Programs and Academic Director, Arison Leadership Development Program, Arison School of Business

Areas of Interest

Leadership Development; Team Dynamics; Corporate Social Leadership; Organizational Learning & Change Management

Shlomi Shuv (CPA), MBA, Ben-Gurion University of the Negev, 1998

Head, Accounting Program; Deputy Dean, Arison School of Business

Areas of Interest

Accounting Theory; Advance Financial Accounting; IFRS; Analysis & Valuation

Dr. Eyal Sulganik, PhD, Tel Aviv University, 1994

Associate Provost and Advisor to the President

Areas of Interest

Cooperative Game Theory & Voting Rules; Information Economics; Problem Solving

Dr. Danna Tevet, PhD, Tel Aviv University, 2016

Head, Hybrid Teaching and RRIS Academic Director, Arison School of Business

Areas of Interest

Retail Marketing; Marketing Research; Consumer Behavior

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001

Deputy Dean, Undergraduate Programs; Head, International Program in Business;
Head, Marketing Communication Program, Arison School of Business

Areas of Interest

Marketing; International Marketing Strategy; Marketing Communications & Services Policy

Dr. Dana Turjeman, PhD, University of Michigan, 2021

Areas of Interest

Privacy; Data Analytics; Ethical Aspects of Data Usage; Behavioral Economics

Dr. Yonat Zwebnier, PhD, Hebrew University of Jerusalem, 2017

Areas of Interest

Judgment & Decision-Making; Social Influences; Consumers' Sense of Autonomy; Environmental and Prosocial Behavior; Faces & Names

Many courses in the program are taught by the faculty members listed above.

TIOMKIN SCHOOL OF ECONOMICS

EDUCATION FOR
ECONOMIC LEADERSHIP
STARTS HERE







The double major degree in **Business Administration and Economics** provides students with the up-to-date knowledge expected by employers and graduate programs around the world. The **new** double major degree in **Economics and Entrepreneurship with Data Science** provides students with the most current knowledge about economics of global markets, incorporating relevant aspects of data science, while paying particular attention to policy. Courses equip students with knowledge they're expected to have when entering either graduate programs or the startup or corporate ecosystems, the venture capital industry, or government. Both programs teach students the computerized methods used throughout these ecosystems, and focus on how markets, individual businesses, and consumers formulate processes regarding financial, consumption, and production decisions. We adjust and update our courses regularly, to reflect the constant changes in the relevant industries."



**JUDY AND AVI
TIOMKIN**

Judy and Avi Tiomkin are Israeli philanthropists who have worked for many years for the advancement of Israeli society and the Israeli economy. Avi Tiomkin holds an LLB in law, and is a financial analyst and international hedge fund adviser. Judy Tiomkin holds a BA in art history, and worked as a home interior designer. The couple, who divide their time between the United States and Israel, first met when both were students at Tel Aviv University, and married in 1975. Since 2015, the Tiomkin School of Economics at Reichman University has borne their name.



PROF. ZVI ECKSTEIN
DEAN

DOUBLE MAJOR IN BUSINESS ADMINISTRATION AND ECONOMICS

In the competitive marketplace, it is interdisciplinary knowledge that provides our graduates with a significant advantage in various professional and academic fields. Business executives must be equipped with a solid understanding of the factors that shape the local and global economy, and economists must possess both theoretical and practical tools. A multidimensional understanding of the global economy and financial marketplace provides students with the quantitative and analytical skills required for success in both private and public sectors.

Our courses in economics will develop your analytical thinking, which is crucial when working in a complex environment. Understanding how markets work, how prices are determined under different market structures, and how regulation affects business and individuals will allow you to make better decisions once you are in a leading role in the business world or in the public sector. Studying methods of data analysis will open doors to exciting positions that require advanced analytical abilities. The Business Administration courses will provide tools that are essential in order to operate in the business world: finance and marketing; digital communication; business law; business strategy; and leadership.

Our three-year program provides students with a broad view of the fundamentals with which they must be familiar in order to understand the problems and methods of coping with the economic and administrative challenges facing economists and business executives. The curriculum combines knowledge, tools, theory, and practice to train students for management positions in an ever-changing reality.

INTERNSHIPS

Our students are offered internships in various fields, such as the startup scene, the financial industry, and the government.

SPECIAL ACTIVITIES

ACADEMIC FIELD TOURS

Our program includes field studies to central organizations in the Israeli economy, such as the Knesset, the Bank of Israel, commercial banks, and companies such as Google. These tours give our students a glimpse into how economics works in practice, as well as invaluable exposure to the Israeli economy and the labor market.

POLICY SEMINAR

In our unique seminar, our students hear lectures on current economic policy issues from top policymakers and academics from Israel and abroad. At the end of the seminar, students write a professional policy paper and produce academic posters that are presented during a special celebration.

DOUBLE MAJOR IN ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE

Entrepreneurs who are also economists have an outstanding advantage: They are equipped with a deep understanding of both the industry to which they wish to contribute and the macroeconomic changes that will affect their business. The combination of economics and entrepreneurship allows our students a unique flexibility in their career choice. Graduates can be entrepreneurs or independent business owners, consultants or employees at corporations. They can work in the private sector (mainly in high-tech and fintech) or the public sector.

The entrepreneur who is also an economist must be ready for the data revolution. In this program, students are equipped with technological tools, with a special focus on data analysis, that prepare them.

Students in this program learn entrepreneurship, economics, and data analysis. Many of the courses involve practical work, team projects, and presentations. Extracurricular activities include meetings with leading figures in industry, tours, and hackathons.

In their third year, students take on practical projects in their particular tracks that involve collaboration with industry.

MA in FINANCIAL ECONOMICS ACCELERATED PROGRAM 2 DEGREES IN 4 YEARS

The MA in Financial Economics is designed to provide in-depth knowledge in economics and finance, so that our students can meet the ever-growing challenges of the global business environment. The program provides solid foundations in finance, economics, and data analytics, followed by advanced elective courses in the areas of corporate finance, monetary policy, capital markets, and asset pricing, as well as a new and expanding FinTech specialization.

The program trains students for such diverse positions as financial analysts in investment firms, VC or private equity, data analysts in FinTech companies, senior economists and researchers in regulatory bodies, and other financial institutions – both in the private and public sectors. Our alumni have gone on to work at PayPal, Fiverr, Ernst & Young, Citi, Bloomberg, and the Bank of Israel, among many others. Some continued on to PhD programs in top universities in the U.S. and Europe.

Exceptional Business & Economics students may be accepted into the Accelerated Program, enabling them to complete their BA in Business & Economics, together with this MA, in four years. Students can apply to this program in the second year of their BA studies.

www.rris.runi.ac.il/MAFE

DOUBLE MAJOR DEGREE BUSINESS ADMINISTRATION AND ECONOMICS CURRICULUM



The double major BA degree in Business Administration and Economics consists of approximately 120 academic credits and is designed to be completed over a period of 3 years (6 semesters). First-year students are required to complete a preparatory course in Mathematics before they begin their studies. Students who did not attend high school taught in English may be required to take courses in English language proficiency.

YEAR I

FALL SEMESTER

Economics

- Principles of Microeconomics
- Mathematics I for Economists
- Statistics I for Economists

Business Administration

- Principles of Marketing Management

SPRING SEMESTER

Economics

- Principles of Macroeconomics
- Intermediate Microeconomics I: Theory of the Consumer
- Mathematics II for Economists
- Statistics II for Economists
- R programming
- Advanced English

Business Administration

- Fundamentals of Finance

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

YEAR II

FALL SEMESTER

Economics

- Intermediate Macroeconomics I
- Intermediate Microeconomics II: Theory of the Producer
- Introduction to Econometrics
- Introduction to Data Science

Business Administration

- Fundamentals of Accounting
- Organizational Management
- Digital Marketing Tools
- Marketing Research (year-long) or Quantitative Methods of Finance (spring semester)

SPRING SEMESTER

Economics

- Intermediate Macroeconomics II
- Intermediate Microeconomics III: Theory of Markets
- Applied Econometrics

Business Administration

- Investment Theory
- Entrepreneurship & Business Management

YEAR III

FALL SEMESTER

Economics

- Applied Economic Policy
- Academic Literacy
- SQL

Business Administration

- Year-long Seminar: Finance or Marketing
- Customer Management in the Information Era
- Futures & Options Markets
- Leadership in Organization
- Corporate Responsibility
- Advanced Topics in Corporate Finance
- Financial Modeling

SPRING SEMESTER

Economics

- Policy Papers Writing Workshop
- General Elective Course

Business Administration

- Company Valuations & Financial Statement Analysis*
- Data Analysis for Business
- Financial Risk Management

** Only for students who take the Finance Seminar*

DOUBLE MAJOR DEGREE ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE CURRICULUM

The double major in Economics and Entrepreneurship with Data Science consists of 122 credits and is designed to be completed in a period of 3 years (6 semesters). First-year students are required to complete a preparatory course in Mathematics before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.

ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

- First-Hand Entrepreneurship
- Computational Thinking & Introduction to Programming in Python
- Excel for Economists
- Research Methods in Entrepreneurship

SPRING SEMESTER

- Financial Management & Entrepreneurial Finance
- Organizational Innovation (Intrapreneurship)

YEAR II

FALL SEMESTER

- Databases & SQL
- Principles of Marketing & Digital Marketing
- Product Management

SPRING SEMESTER

- Introduction to Data Science
- Business Intelligence
- FinTech
- Legal & Tax Aspects of Entrepreneurial Ventures
- Vertical Entrepreneurship Course (select 1)
 - Real Estate Entrepreneurship
 - Internet & New Media Entrepreneurship
 - Autodidactic Learning

YEAR III

Yearly Capstone Seminars (final project)

Select one of the following (students need to be accepted to some seminars):

- Capstone Seminar in Data Science, in Collaboration with the Industry
- Capstone Seminar in Organizational Innovation
- Capstone Seminar in Venture Creation
- Capstone Seminar - Venture Capital Track (year-long internship at a VC)
- Case Study Seminar in Entrepreneurship

FALL SEMESTER

- Machine Learning
- User Experience Design
- *Workshop*: Dealing with Failures
- *Workshop*: Ethics for Entrepreneurs

SPRING SEMESTER

- Deep Learning
- Introduction to Optimization & Network Science
- Accounting Fundamentals
- Decision-Making & Behavioral Economics
- Strategic Thinking Via Game Theory

DOUBLE MAJOR DEGREE ECONOMICS AND ENTREPRENEURSHIP WITH DATA SCIENCE CURRICULUM

ECONOMICS

YEAR I

FALL SEMESTER

- Principles of Microeconomics
- Mathematics for Economists I
- Statistics for Economists I
- English

SPRING SEMESTER

- Principles of Macroeconomics
- Intermediate Microeconomics I
- Mathematics for Economists II
- Statistics for Economists II
- R programming
- Advanced English

YEAR II

FALL SEMESTER

- Intermediate Macroeconomics I
- Intermediate Microeconomics II
- Introduction to Econometrics
- Introduction to Data Science
- Investment Theory

SPRING SEMESTER

- Intermediate Macroeconomics II
- Intermediate Microeconomics III
- Applied Econometrics

YEAR III

FALL SEMESTER

- Applied Economic Policy
- Academic Literacy
- SQL

SPRING SEMESTER

- *Workshop: Writing Policy Papers*

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

** Official accreditation of the Entrepreneurship Program by the Israel Council for Higher Education is still pending.*



Natalie Lopez

Panama

Business & Economics

ECONOMICS FACULTY

Prof. Zvi Eckstein, PhD, University of Minnesota, 1981

Dean, Tiomkin School of Economics

Areas of Interest

Labor Economics; Macroeconomics; Econometrics

Dr. Yael Hadass, PhD, Harvard University, 2004

Academic Head of Economics, BA Business Administration and Economics, Raphael Recanati International School

Areas of Interest

Labor Economics; Macroeconomics; Political Economy

Dr. Yaniv Yedid-Levi, PhD, Stanford University, 2010

Areas of Interest

Macroeconomics; Macro-Labor; International Economics

Prof. Omer Moav, PhD, Hebrew University of Jerusalem, 1999

Areas of Interest

Economic Growth & Development

Prof. Itzhak Gilboa, PhD, Tel Aviv University, 1987

Areas of Interest

Decision Theory; Game Theory; Consumer Theory; Behavioral Economics

Dr. Alon Cohen, PhD, Tel Aviv University, 2009

Areas of Interest

Game Theory; Law and Economics; Macroeconomics

Dr. Osnat Lifshitz, PhD, Tel Aviv University, 2004

Areas of Interest

Labor Economics; Family Economics; Econometrics

Dr. Avihai Lifschitz, PhD, Tel Aviv University, 2017

Areas of Interest

Macro-Labor; Israeli Economy

Norma Levkowitz, MEd, UCLA, 1978;

MA, California State University, Northridge, 1984

Academic Literacy

Area of Interest

English for Specific Purposes: Teaching/Learning; Academic/Professional Writing

Mr. Ido Eisdorfer, MA, Tel Aviv University, 2004

Areas of Interest

Microeconomics; Macroeconomics & Health Economy

Miss Liat Erel, MA, Bar-Ilan University, 2007

Areas of Interest

Excel; Data Analysis for Business; Programming

Dr. Aluma Dembo, PhD, University of California, Berkeley, 2017

Areas of Interest

Decision Theory; Econometrics; Experimental Economics

Dr. Boaz Zik, PhD, Hebrew University of Jerusalem, 2018

Areas of Interest

Economic Theory; Mechanism Design; Information Economics

Many courses in the program are taught by the faculty members listed above.

ADELSON SCHOOL OF ENTREPRENEURSHIP

**THE ADELSON SCHOOL OF
ENTREPRENEURSHIP
IS THE FIRST OF ITS KIND
IN ISRAEL TO AWARD
A FULL ACADEMIC
DEGREE**







The goal of the undergraduate program in entrepreneurship is to provide our students with the knowledge and tools needed to realize their entrepreneurial ideas and aspirations."



DR. YOSHI MAARAVI
DEAN



**DR. MIRIAM AND
SHELDON G. ADELSON**

The Adelson School of Entrepreneurship at Reichman University is the realization of the vision of Dr. Miriam and Sheldon G. Adelson (z"l), entrepreneurs who recognized the vital importance in educating the future generation of social and economic leaders. The goal of the school, which is one of many of the Adelsons' Zionist-educational initiatives, is to nurture a new generation of entrepreneurs in Israel and in the world, and to provide them with the knowledge and tools to fulfill their entrepreneurial ambitions in line with Sheldon Adelson's lifelong motto: "Always challenge the business status quo."

DOUBLE MAJOR IN ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION (BA)

DOUBLE MAJOR IN ENTREPRENEURSHIP (BA) AND COMPUTER SCIENCE (BSc)

Reichman University, one of the world's leading academic institutions for entrepreneurial education, is offering a unique double major undergraduate program. This degree is the first of its kind in Israel, and is administered by the Adelson School of Entrepreneurship (ASE), an innovative center in the Israeli academic landscape that strives to promote both research and practice in the field of entrepreneurship.

The undergraduate Entrepreneurship program allows students to choose a double major with either Business Administration, Computer Science, or Economics and Data Science. Courses include: Venture Creation; Innovation Within Organizations; Strategic Thinking; Entrepreneurial Verticals; Decision-Making & Behavioral Economics; and more. Projects are mentored by leading industry professionals, with an emphasis on excellence in research, education, social responsibility, and teamwork. Preeminent researchers and experts from Israel and around the world are among the lecturers.

The School of Entrepreneurship at Reichman University provides students with the training, expertise, and resources needed to launch the next generation of successful Israeli ventures, while strengthening and cultivating the country's startup ecosystem. ASE offers undergraduate and graduate-level experiential learning that combines academics with hands-on entrepreneurship opportunities beyond the classroom.



Rebecca Shteinman

Australia

Entrepreneurship & Computer Science



ENTREPRENEURSHIP & BUSINESS ADMINISTRATION (BA) CURRICULUM

The double major BA degree in Entrepreneurship and Business Administration consists of 120 academic credits and is designed to be completed over a period of 3 years (6 semesters). First-year students are required to complete a preparatory course in Mathematics before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.

ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

- Entrepreneurship, Creativity & Innovation
- Computational Thinking & Programming
- Research Methods for Entrepreneurs

SPRING SEMESTER

- Innovation & Intrapreneurship Within Organizations
- Presentation Skills Workshop
- Academic & Business Writing Workshop

YEAR II

FALL SEMESTER

- Legal, Tax & Finance Aspects of Entrepreneurial Ventures
- UX & Product Design for Entrepreneurs
- Entrepreneurial Vertical (select 1):
 - Real Estate Entrepreneurship
 - Impact Entrepreneurship
 - Ed Tech Entrepreneurship
 - Cyber Entrepreneurship
 - Gaming Entrepreneurship
 - Consumer Products Entrepreneurship
- Cannabis Tech

SPRING SEMESTER

- Digital Marketing for Entrepreneurs
- Product Management
- Entrepreneurial Vertical (select 1):
 - Fintech, Blockchain & Data Science Entrepreneurship
 - Internet & New Media Entrepreneurship
 - Biotech & Digital Health Entrepreneurship
 - Cyber Entrepreneurship
- Fashion Tech

YEAR III

FALL SEMESTER

- Venture Creation: Capstone Project A
- Entrepreneurial Decision-Making
- Advanced Entrepreneurial Electives:
 - Advanced Programming & Web Applications for Entrepreneurs
 - Advanced Digital Marketing for Entrepreneurs
 - Venture Branding & Storytelling

SPRING SEMESTER

- Venture Creation: Capstone Project B
- Dealing & Coping with Failure Workshop
- Ethics for Entrepreneurs Workshop
- Advanced Entrepreneurial Electives:
 - Value Creation & Project Management
 - Advanced Data Science & BI for Entrepreneurs
 - From Sales to Customer Success
- Digital Leadership

BUSINESS ADMINISTRATION

YEAR I

FALL SEMESTER

- Mathematics A
- Statistics A
- Principles of Marketing Management

SPRING SEMESTER

- Mathematics B
- Statistics B
- Fundamentals of Finance

YEAR II

FALL SEMESTER

- Management in Organizations
- Business Economics (Micro)
- Fundamentals of Accounting
- Elective (select 1):
 - Investment Theory
 - Integrated Marketing Communications

SPRING SEMESTER

- Business Economics (Macro)
- Elective (select 1):
 - Quantitative Methods in Finance
 - Marketing Research

YEAR III

FALL SEMESTER

- Elective (year-long, select 1):
 - Finance Seminar
 - Marketing Seminar

SPRING SEMESTER

- Business Law
- Elective
- Business Ethics

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

** Official accreditation of the Entrepreneurship Program by the Israel Council for Higher Education is still pending.*

ENTREPRENEURSHIP (BA) & COMPUTER SCIENCE (BSc) CURRICULUM

The double major BA degree in Entrepreneurship and BSc in Computer Science consists of 141 academic credits and is designed to be completed over a period of 3 years (6 semesters). First-year students are required to complete a preparatory course in Mathematics and Programming before they begin their studies. Students who did not attend a high school taught in English may be required to take courses in English language proficiency.

ENTREPRENEURSHIP

YEAR I

FALL SEMESTER

- Entrepreneurship, Creativity & Innovation
- Research Methods for Entrepreneurs

SPRING SEMESTER

- Innovation & Intrapreneurship Within Organizations
- Presentation Skills Workshop
- Academic & Business Writing Workshop

YEAR II

FALL SEMESTER

- Legal, Tax & Finance Aspects of Entrepreneurial Ventures
- Financial Management & Entrepreneurial Finance
- UX & Product Design for Entrepreneurs
- Entrepreneurial Vertical (select 1):
 - Real Estate Entrepreneurship
 - Impact Entrepreneurship
 - Ed Tech Entrepreneurship
 - Cyber Entrepreneurship
 - Gaming Entrepreneurship
 - Consumer Products Entrepreneurship
- Cannabis Tech

SPRING SEMESTER

- Digital Marketing for Entrepreneurs
- Product Management for Entrepreneurs
- Data Science & Statistics for the Internet Age
- Elective (select 1):
 - Fintech, Blockchain & Data Science Entrepreneurship
 - Internet & New Media Entrepreneurship
 - Biotech Entrepreneurship
 - Sustainability & Cleantech Entrepreneurship
- Fashion Tech

YEAR III

FALL SEMESTER

- Venture Creation: Capstone Project A
- Entrepreneurial Decision-Making
- Advanced Entrepreneurial Elective:
 - Advanced Programming & Web Applications or Entrepreneurs
 - Advanced Digital Marketing for Entrepreneurs
 - Venture Branding & Storytelling

SPRING SEMESTER

- Venture Creation: Capstone Project B
- Dealing & Coping with Failure Workshop
- Ethics for Entrepreneurs Workshop
- Advanced Entrepreneurial Elective:
 - Value Creation & Project Management
 - Advanced Data Science & BI for Entrepreneurs
 - From Sales to Customer Success
- Digital Leadership

COMPUTER SCIENCE

YEAR I

FALL SEMESTER

- Calculus I
- Linear Algebra I
- Discrete Mathematics
- Introduction to Computer Science

SPRING SEMESTER

- Calculus II
- Linear Algebra II
- Data Structures
- Logic & Set Theory
- System Programming in C

YEAR II

FALL SEMESTER

- Algorithms
- Digital Architectures
- Introduction to Probability

SPRING SEMESTER

- Operating Systems
- Automata & Formal Languages

YEAR III

FALL SEMESTER

- Computability & Complexity
- CS Elective Course I

SPRING SEMESTER

- CS Elective Course II
Entrepreneurship & Computer Science (double major students must complete another mandatory CS course of their choice during Year III)
Select 1:
 - Computer Networks (Fall Semester)
 - Advanced Programming (Fall Semester)
 - Machine Learning from Data (Spring Semester)

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

**Official accreditation of the Entrepreneurship Program by the Israel Council for Higher Education is still pending.*

ENTREPRENEURSHIP FACULTY

Dr. Yossi Maaravi, PhD, Tel Aviv University, 2009

Dean, Adelson School of Entrepreneurship; Founder & Head, Adelson School Honors Program; Academic Director, CO-OP Startup Experience Course; Founder & Academic Director, The Leumi Innovation Project and Murata-IDC Innovation Program; Co-academic Director, IDC Beyond

Areas of Interest

Behavioral Decision-Making; Negotiation, Creativity & Innovation

Prof. Yair Tauman, PhD, Hebrew University of Jerusalem, 1978

Vice Dean, Adelson School of Entrepreneurship; Former Dean, Arison School of Business; Academic Director, Zell Entrepreneurship Program

Areas of Interest

Game Theory; Auctions; Patents and Innovations; Industrial Organization

Prof. Dafna Schwartz, PhD, Hebrew University of Jerusalem, 1990

Director, Research Authority; Responsible for Implementation and Monitoring of Intellectual Property at Reichman University

Areas of Interest

Entrepreneurship; Innovation; Innovation Financing; Innovation Within Organizations; Startups; SMEs; Regional & Local Economic Development

Prof. Dafna Kariv, PhD, Technion-Israel Institute of Technology, 1999

Head, Double Major in Business Administration & Entrepreneurship; Co-head, Adelson Research Committee; Affiliate Professor in Entrepreneurship, HEC Montreal (since 2007); Author of 7 books on entrepreneurship

Areas of Interest

International Entrepreneurship; Female Entrepreneurship; Ecosystems; Technological Entrepreneurship Performance; Entrepreneurship at Times of Crisis; Entrepreneurial Education

Dr. Gali Einav, PhD, Columbia University, 2004

Head, International Undergraduate Program in Entrepreneurship; Head, Upstart Program

Areas of Interest

Digital Media Entrepreneurship; Innovative Media Platforms; Consumer Behavior in the Digital Age; Innovative Education Platforms

Dr. Gail Gilboa Freedman, Tel Aviv University, 2011

Head, Double Major in Economics & Entrepreneurship; Head, NBA Big Data

Areas of Interest

Data Science & Mathematical Modeling

Dr. Revital Hollander, PhD, Tel Aviv University, 2018

Head, Double Major in Computer Science & Entrepreneurship

Areas of Interest

Interactive Musical Interfaces; Creativity; Music Innovation; Entrepreneurship in Music; Broadcasting in Computer Networks

Mr. Ofir Richman, MBA, Tel Aviv University, 2007

Head, Extracurricular and International Programs, Adelson School of Entrepreneurship

Areas of Interest

Branding and Marketing Strategy; Public and Social Marketing; Intra-organizational Entrepreneurship



Macarena Espasandin, Uruguay
Entrepreneurship & Business Administration



מעונות קרמר ע"ש
דפנה וגיורא קרמר

THE DAPHNA AND GERALD
CRAMER DORMITORIES

בית מוסקל
הוקם בזיומן של מוסדות
ד"ר ורדאן ורדאן
MICHAEL HOUSE
WITH THE CONTRIBUTION OF
THE DR. AND RAFAEL BECANATI
FAMILY FOUNDATION

EFI ARAZI SCHOOL OF COMPUTER SCIENCE

COMBINING DEEP
THEORETICAL EDUCATION
WITH UP-TO-DATE
PRACTICAL KNOWLEDGE



פי ארזי למדע המחשבים



בית ספר אפי ארזי למדעי המחשב



With the emergence of artificial intelligence, big data processing, cybersecurity, and computational biology - studying computer science has never been more exciting. We are eager to educate curious and enthusiastic students, and provide them with the best and most relevant courses with our top-notch professors. We provide a rich and versatile program that enables all students to specialize in their fields of interest.”



PROF. YACOV HEL-OR
DEAN

COMPUTER SCIENCE PROGRAM

The undergraduate program in Computer Science consists of 126 credits and is designed to be completed over a period of 3 years (6 semesters). The program includes a rigorous, analytical foundation in mathematics; a thorough understanding of computer science and IT theory; and practical software development skills. In addition to the core and elective CS courses, the program includes courses in business, marketing, finance, high-tech entrepreneurship, and a wide variety of general study electives.

A comprehensive list and description of all the courses may be viewed on our website:

<https://www.runi.ac.il/en/schools/rris/undergraduate/bsc-computer-science/>

GRADUATES OF THE CS PROGRAM WORK IN LEADING COMPANIES >>



These companies all bought startups that were set up by Reichman University Computer Science students, alumni, and staff members.



EFI ARAZI
(1937–2013)

Efi Arazi, for whom the Reichman University School of Computer Science is named, was one of the forefathers of the Israeli high-tech industry. In 1965, while studying at MIT, Arazi designed a camera for NASA, which was used by the Apollo 11 space mission to transmit the first images from the moon. At the age of 25, he invented a revolutionary auto-focus mechanism, thus cementing his position as one of the leading figures in the global electro-optic industry.

Upon returning to Israel in 1968, Arazi founded the Scitex Corporation, which developed the first digital prepress computer and CCD scanner in the world. These developments made Scitex the world's leader in digital printing, with sales of over \$10 billion.

In 1990, at the age of 54, Arazi founded EFI (Electronics for Imaging, Inc.), which invented unique software and controllers that can transform any copier into a quality color printer, to instant industry success. Over the years, Arazi also chaired several startup companies, focused on fields ranging from digital video imaging to monitoring to managing business processes.

The Efi Arazi School of Computer Science was established in 1996 and named in his honor in 2002. We are proud that Efi Arazi has chosen to give his name to Reichman University's School of Computer Science.



Mikhail Yugudaev
Uzbekistan
Computer Science

COMPUTER SCIENCE CURRICULUM

YEAR I

FALL SEMESTER

- Introduction to Computer Science
- Calculus I
- Linear Algebra I
- Discrete Mathematics
- Computer Science (Advanced English 2 – Level A)

SPRING SEMESTER

- Calculus II
- Linear Algebra II
- Logic & Set Theory
- Data Structure
- System Programming in C

YEAR II

FALL SEMESTER

- Select 1:
 - Algorithms
 - Digital Systems Architecture
- Advanced Programming
- Introduction to Probability
- Introduction to Microeconomics

SPRING SEMESTER

- Operating Systems
- Computational Models
- Machine Learning from Data
- CS Elective Course
- Fundamentals of Finance

YEAR III

FALL SEMESTER

- Computer Networks
- Computability & Complexity
- CS Elective Course
- CS Elective Course

SPRING SEMESTER

- Functional & Logic Programming
- Computer Graphics
- CS Elective Course
- Presentation Skills
- CS Elective Course
- CS Elective Course

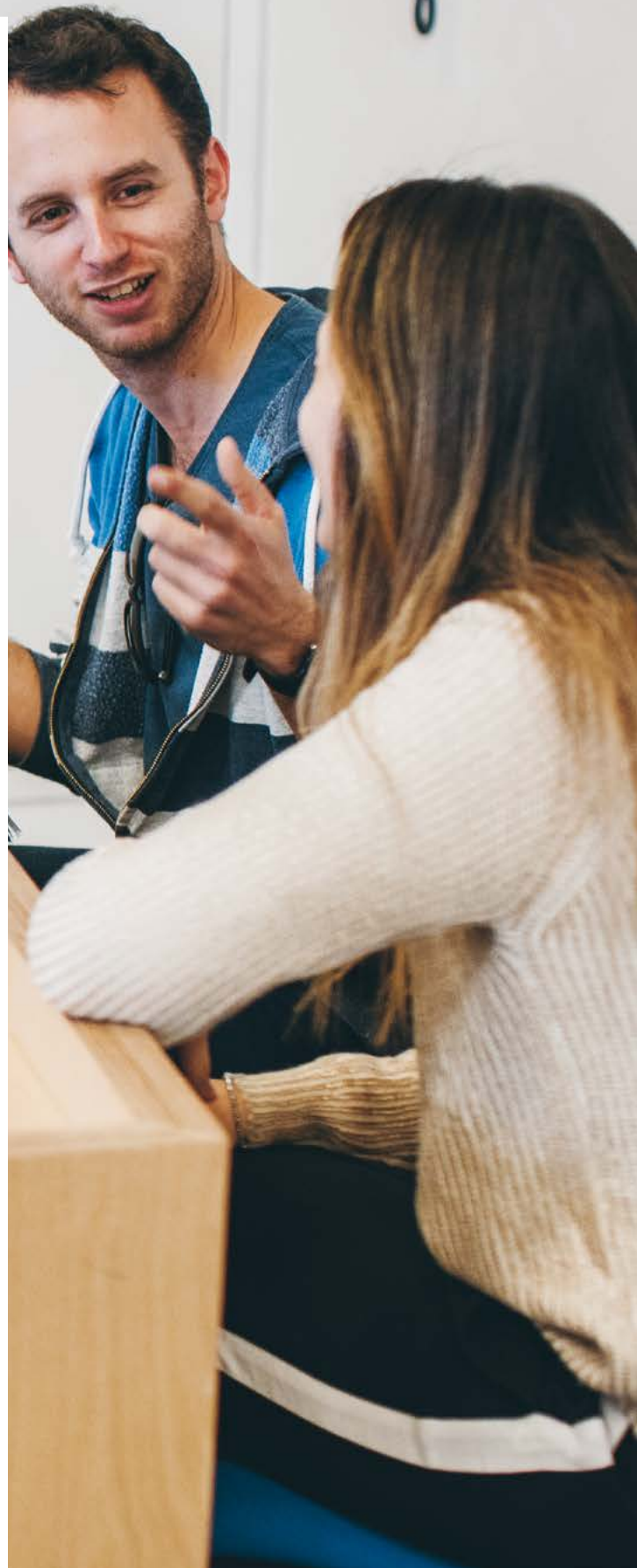
Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered.



CS ELECTIVE COURSES

(Below is a list of courses taught in past years. Course offerings vary from year to year, with selected courses taught in English.)

- Advanced Algorithms
- Building Secure Applications
- Applicative Programming Using Design Patterns
- Cryptography
- Web Application Security
- Image Processing on Mobile Platforms
- Cloud Computing Development
- Audio-Visual Signals Compression
- Topics in Number Theory
- *Seminar*: Visual Object Recognition
- *Advanced Seminar*: Computer Graphics
- Computer Vision
- Digital Systems Construction
- Computer & Network Security
- Topics in Optimization for CS
- Natural Language Processing
- *Seminar*: Topics in Algorithms & Computer Science Theory
- *Workshop*: Networks & Internet
- *Workshop*: Applied Cryptography
- Algorithms in Computational Biology
- InGame: Video Games Workshop
- Topics in System Engineering
- *Seminar*: Software-Defined Networking
- Object-Oriented Programming with C# and .NET
- Developing Mobile Web Apps for the Enterprise
- Introduction to Digital Signal Processing
- Automatic Verification of Programs
- Algorithms for Planar Graphs
- Introduction to Machine Learning
- *Seminar*: Network & Cloud Algorithmics
- Game Intelligence
- Distributed Algorithms
- Coding Theory
- *Seminar*: Algorithmic Game Theory
- Information Retrieval & Web Search
- Surveillance Based on Computer Vision
- 3D Animation with Unreal Engine
- Securing Information Systems
- Internet of Things (IoT): Hands On
- Statistics and Data Analysis
- Recommendation Systems
- Learning & Graphics Seminar: Virtual Humans
- Native Android Development with Kotlin
- AI for Healthcare
- Blockchains and Cryptocurrencies



COMPUTER SCIENCE FACULTY

Prof. Anat Bremner-Barr, PhD, Tel Aviv University, 2002

Areas of Interest

Computer Networks; Distributed Computing

Prof. Udi Boker, PhD, Tel Aviv University, 2008

Areas of Interest

Formal Verification; Automata Theory; Logic; Computational Models; Computability

Prof. Elette Boyle, PhD, MIT, 2013

Areas of Interest

Cryptography; Coding Theory; Distributed Systems

Dr. Ran Cohen, PhD, Bar-Ilan University, 2017

Areas of Interest

Cryptography; Distributed Computing

Dr. Ohad Fried, PhD, Princeton University

Areas of Interest

Computer Graphics; Computer Vision; HCI

Prof. Ilan Gronau, PhD, Technion-Israel Institute of Technology, 2009

Head, Computer Science Graduate Program

Areas of Interest

Computational Biology; Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993

Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Vision; Image Processing; Computer Graphics; Robotics

Prof. Gil Kalai, PhD, Hebrew University of Jerusalem, 1983

Areas of Interest

Theoretical Computer Science; Complexity; Learnability; Geometric Algorithms

Dr. Alon Kipnis, PhD, Stanford University, 2017

Areas of Interest

Mathematical Statistics; Information Theory; Data Science; Statistical Learning





Students with **Prof. Tami Tamir**, former dean, School of Computer Science



Dr. Reut Levi, PhD, Tel Aviv University, 2014

Areas of Interest

Sublinear Algorithms; Property Testing & Local Computation Algorithms

Prof. Tal Moran, PhD, Weizmann Institute of Science, 2008

Areas of Interest

Cryptography; Secure Systems

Prof. Yael Moses, PhD, Weizmann Institute of Science, 1994

Areas of Interest

Computer Vision; Applications of Computer Vision to Multimedia Systems

Prof. Shay Mozes, PhD, Brown University, 2012

Deputy Dean, Efi Arazi School of Computer Science

Areas of Interest

Graph Theory; Algorithms; Data Structures; Combinatorial Problems

Prof. Alon Rosen, PhD, Weizmann Institute of Science, 2003

Areas of Interest

Cryptography; Computational Complexity

Prof. Shimon Schocken, PhD, University of Pennsylvania, 1987

IDB Chair of Information Technologies; Founding Dean, Efi Arazi School of Computer Science

Areas of Interest

Computer Science Education; Software Engineering

Prof. Arik Shamir, PhD, Hebrew University of Jerusalem, 2000

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Geometric Modeling; Computer Graphics; Visualization; Machine Learning

Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Concurrent and Distributed Computing

Dr. Ben Lee Volk, PhD, Tel Aviv University, 2019

Areas of Interest

Computational Complexity Theory; Algebraic Complexity Theory; Pseudorandomness & Derandomization

Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001

Former Dean, Efi Arazi School of Computer Science

Areas of Interest

Resource Allocation; Approximation Algorithms; Algorithmic Game Theory

Prof. Zohar Yakhini, PhD, Stanford University, 1997

Head, Machine Learning and Data Science Program

Areas of Interest

Computational Biology; Statistical Data Analysis

Many, though not all, of the faculty members listed above will be offering courses throughout the BSc program.

SAMMY OFER SCHOOL OF COMMUNICATIONS

THE SAMMY OFER SCHOOL OF
COMMUNICATIONS IS EQUIPPED
WITH THE MOST ADVANCED AND
CUTTING-EDGE TECHNOLOGY



בית ספר סמי עופר לתקשורת
SAMMY OFER SCHOOL OF COMMUNICATIONS



“

We have made every effort to create a cutting-edge, supportive learning environment. Students have access to computer labs, radio studios, television studios, visual content incubators, media innovation, virtual labs, and an entire wing of editing rooms.”



PROF. NOAM LEMELSHTRICH LATAR
FOUNDER



DR. AMIT LAVIE-DINUR
DEAN

CUTTING-EDGE FACILITIES

The Sammy Ofer School of Communications is equipped with the most advanced and cutting-edge technology, such as: a virtual reality lab; radio and television production studios; a hub for developing content; and products for digital communications.

Students can develop products on 3D printers, design applications, create high-tech ventures, and engage in innovative marketing for a wide range of companies, organizations, and associations.



SAMMY OFER
(1922–2011)

Sammy Ofer was a prominent figure in the global business community and a supporter of the arts, culture, and education in Israel. Mr. Ofer was born in Romania and immigrated to Israel in his youth. His dedication to Israel's future and commitment to education were expressed through scholarships and his generous support of educational institutions, exemplified by the Sammy Ofer School of Communications, which was established in 2004.





COMMUNICATIONS CURRICULUM

The Communications BA program consists of 120 credits. The program is designed to be completed over a period of 3 years (6 semesters). Students can choose to major in: Digital Influence & Perceptions; Marketing Communications; or Interactive Communications.

YEAR I

Mandatory Courses

- Communications, Culture & Society
- Introduction to Communications: Theories & Models
- Introduction to New Media
- Preparatory Course: Practicing Academic Writing
- Statistics
- History of Communication
- Introduction to Political Communication
- Social Psychology
- Quantitative Research Methods
- Advanced English A
- Advanced English B

Mandatory Workshops

- From the Tweet to the Broadcasting Story
- Cross-Platform TV Production
- Digital Storytelling
- Introduction to Radio Broadcasting

YEAR II

Mandatory Courses

- Introduction to Social Network Analysis
- Media Ethics
- Qualitative Research Methods
- Fundamentals of Humanistic Thought
- Communications Institutions
- Visual Communication: Representation & Knowledge
- Introduction to Human-Computer Interaction (HCI)
- Health Communication: PR Strategies of Pharmaceutical Companies
- Culture & Identity in a Visual Media Environment
- Language, Culture & Society

Mandatory Workshop

- The Art of Pitching & Transmitting the Message



SPECIALIZATIONS / YEAR II

DIGITAL INFLUENCE & PERCEPTIONS

Mandatory Courses

- Media Audiences: Uses, Interpretation & Influence
- Influence & Perceptions

Mandatory Workshops

- Storytelling & Message Promotion
- New-fluencers
- Strategic Communication: From Creation to Impact
- Advanced Video Production

Semester-long Seminars

- Content Creation for Viralization in Social Networks: Implementation & Analysis
- Rhetoric & Communication

MARKETING COMMUNICATIONS

Mandatory Courses

- Principles of Persuasion & Argumentation
- Children, Adolescents & Media

Mandatory Workshops

- Marketing Strategy
- Digital Advertising & Marketing
- Advertising Concepts

Elective Workshops

- Communication Advisement, Spokesmanship & Crisis Management
- Social Media Marketing

Semester-long Seminars

- Gaining Virality on Social Media: Theory & Practice
- Constructing an Influencer's Image: Marketing & Charisma
- Selling Israel: Social Media & Nation Branding

INTERACTIVE COMMUNICATIONS

Mandatory Courses

- Introduction to Human-Computer Interaction
- Cognitive Psychology for User Experience (UX)

Mandatory Workshops

- User Experience (UX) Design
- Product Performance

Elective Workshops

- Interactive Product Design
- Visual Design for UX (UI)
- Product Management in Startup Companies

Semester-long Seminars

- Embodied Communication in the Digital World
- Cognitive Principle in UX



COMMUNICATIONS CURRICULUM



Laura Boutbul, France, *Communications*

SPECIALIZATIONS / YEAR III

DIGITAL INFLUENCE & PERCEPTIONS

Mandatory Courses

- Media & Conflicts in the Digital Age
- Challenges & Opportunities of the Online Realm

Elective Workshops

- Foundations to Community Management
- Documentary VR 360
- Tiktok Journos

Year-long Seminars

- Children, Adolescents & Media
- From Research to Influence - RPD Project

Year-long Workshops

- Impact: From Hashtag to Movement
- Non-Scripted Content Creation: Research, Produce & Measure
- Investigative Journalism



MARKETING COMMUNICATIONS

Mandatory Courses

- Not for Sale: Digital Branding & Marketing in the Public Sector
- Consumer Behavior
- Digital Marketing

Elective Workshops

- Branded Content & Marketing
- Innovation in Advertising
- Visual Communication Design & Photoshop
- "Add to Cart": E-Commerce & Affiliate Marketing

Year-long Seminars

- City & Nation Branding: Creating A Real Online Campaign for Tel Aviv (in cooperation with Tel Aviv City Municipality)
- Digital Propaganda & Marketing and the Online Discourse Around Them
- Health Marketing & PR: Analyzing Public & Commercial Campaigns
- Advanced Topics in Social Network Analysis

Year-long Workshops

- PR Strategies & Marketing
- Social Video Marketing
- Integrated Advertising Campaigns

INTERACTIVE COMMUNICATIONS

Mandatory Courses

- Ethics & Technology
- Foundation in Technological Thinking
- Visual Design for Interactive Experience

Elective Workshops

- Tools for VR - Unity
- UX Writing

Year-long Seminars

- Persuasive Technology: Analysis & Design
- Advanced Ethical Aspects of UX Design
- *Research Seminar*: Virtual & Reality

Year-long Workshops

- Final Project: VR Experience
- Final Project: Product Bootcamp

Students are also required to take general electives, and may take electives from other programs at Reichman University.

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

CLUSTERS

Students in the Sammy Ofer School of Communications can choose one cluster in addition to their regular course of studies and their specialization.

BUSINESS ADMINISTRATION CLUSTER

The Arison School of Business at Reichman University offers a cluster in Business Administration for Communications students. Composed of four mandatory courses, this cluster introduces students to the basic concepts and economic theories that enable an understanding of marketing, effective management, and strategic decisions. The courses also focus on marketing communication tools and teach strategies, consumer relations, and organizational behavior.

ENTREPRENEURSHIP CLUSTER

The new School of Entrepreneurship at Reichman University offers a cluster in New Media Entrepreneurship for Communications students. The courses provide practical tools for the understanding of financial and legal aspects involved in setting up a startup company, and additional tools for understanding the latest business models in the areas of social networking and mobile communications.





nocamels
ISRAELI INNOVATION NEWS

NoCamels.com, part of the Asper Institute for New Media Diplomacy at Reichman University, is the world's leading news website on Israeli innovation. Staffed by Reichman University students who are trained by professional journalists, this year-long, exclusive program exposes students to the world of innovation, startups, and journalism.

www.nocamels.com

COMMUNICATIONS FACULTY

Dr. Amit Lavie-Dinur, PhD, Hebrew University of Jerusalem, 1999

Dean, Sammy Ofer School of Communications

Areas of Interest

Privacy; Media Framing and Representation of News
Events; Values Portrayed in Advertising Media; Representation
of the "Other" in Popular Texts

Prof. Yair Amichai-Hamburger, PhD, Oxford University, 1993

Head, Center of Internet Psychology (CIP)

Areas of Interest

Personality; Internet Use and Well-Being; Virtual Teams; Inter-
Group Contact on the Internet; Leadership and Motivation; Conflict
Management in Organizations

Dr. Keren Tzur Eyal, PhD, University of California, Santa Barbara, 2004

Academic Advisor, MA Communications Program

Areas of Interest

Media Content and Effects; Media's Role in Youth Socialization,
Sexuality and Body Image

Prof. Doron Friedman, PhD, Tel Aviv University, 2004

Head, Advanced Reality Lab

Areas of Interest

Human-Computer Confluence; Brain-Computer Communication

Prof. Yair Galily, PhD, University of Leicester, 2000

Vice Dean, Sammy Ofer School of Communications

Areas of Interest

Sport; Leisure; Social Media and Sedentary Leisure; Media

Dr. Tsahi (Zack) Hayat, PhD, University of Toronto, 2014

Head, Marketing Communications Specialization

Areas of Interest

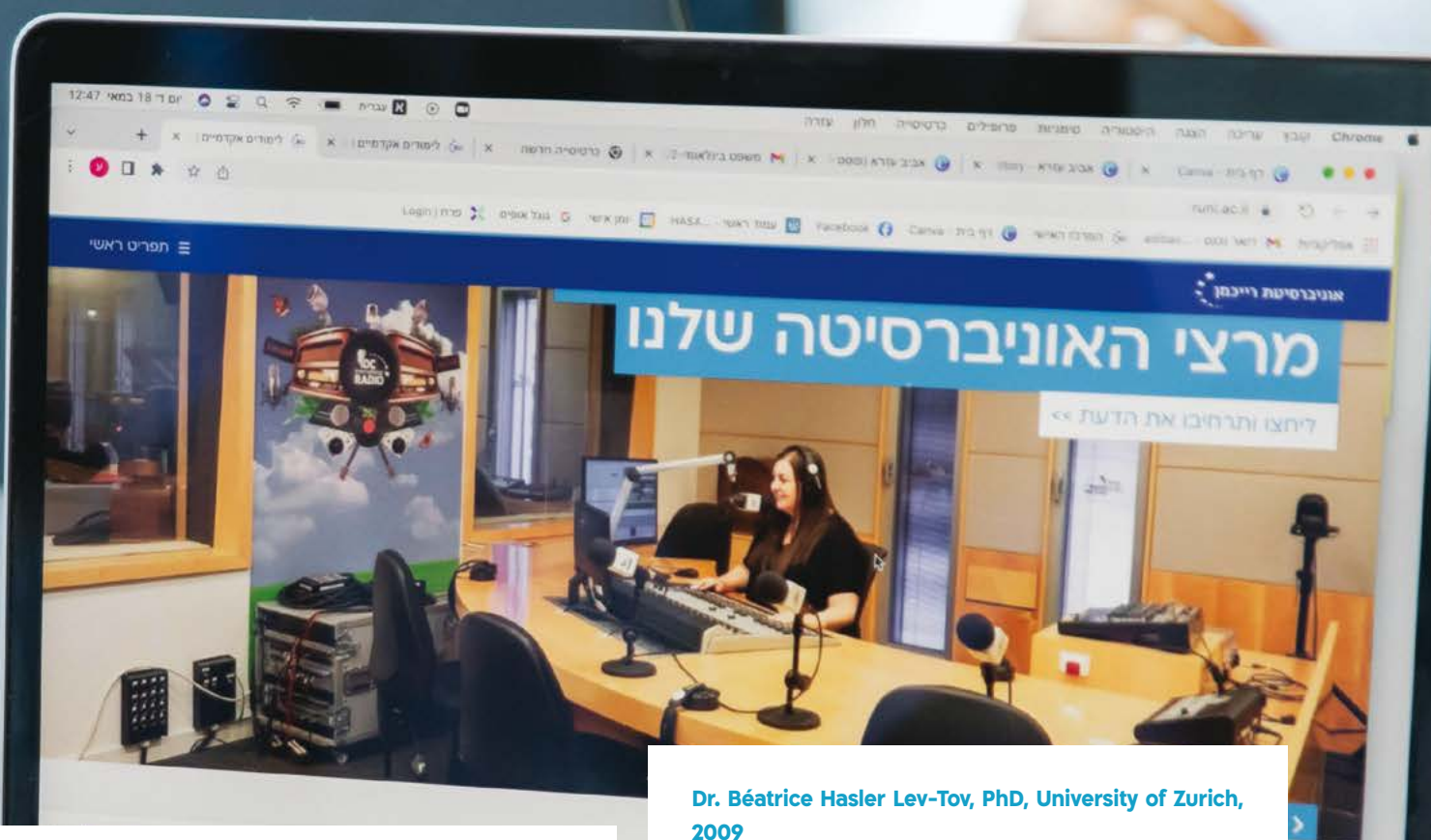
Social Network Analysis; Relationship Between Information and
Communication Technology and Personal Networks; Organizational
Communication; Networked Work

Prof. Tal Azran, PhD, University of Melbourne, 2007

Academic Advisor, International Program

Areas of Interest

International Communication; Political Communication; New
Media Technologies Effects



Prof. Gadi Wolfsfeld, PhD, Massachusetts Institute of Technology, 1979

Head, MA Program in Communications and New Media

Areas of Interest

Political Communication; Role of the Media in Political Conflicts and Peace Processes; Role of the New Media in Collective Action

Dr. Moran Yarchi, PhD, Hebrew University of Jerusalem, 2012

Head, Digital Influence & Perceptions Specialization; Head, Public Diplomacy Program

Areas of Interest

Political Communication; Public Diplomacy; Media Coverage of Conflicts and Terrorism; News Media & Election Campaigns

Prof. Oren Zuckerman, PhD, Massachusetts Institute of Technology, 2007

Head, Interactive Communications Specialization; Co-Director, milab; Head, MA Program in HCI

Areas of Interest

Cross Section of HCI (Human-Computer Interaction) & CMC (Computer-Mediated Communication); Participation Patterns in Online and Mobile Communities; Engagement in Location-Based Media; Human-Centered Computing

Dr. Béatrice Hasler Lev-Tov, PhD, University of Zurich, 2009

Areas of Interest

Psychology and Technology; Psychology of Virtual Experiences; Virtual Reality-Based Conflict Resolution

Prof. Karine Nahon, PhD, Tel Aviv University, 2004

Areas of Interest

Politics of Information and Information Politics; Power Dynamics and Network Gatekeeping in Social Media; Role of Virality and Information Flows in Elections and Politics

Dr. Hadas Erel, PhD, Ben-Gurion University of the Negev, 2009

Assistant Professor; Head of HRI Research, milab

Areas of Interest

Social Interaction with Non-humanoid Robotic Objects

Dr. Noa Morag, PhD, Bar-Ilan University, 2020

Head, Interactive Communication Specialization; milab Associate Director

Areas of Interest

Social & Ethical Aspects of Technologies; Interactive Media; Digital Fabrication Technologies; Human-Centered Design

Many courses in the program are taught by the faculty members listed above.

LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY

**EDUCATING FUTURE LEADERS
BY PROVIDING HIGH-LEVEL
ACADEMIC AND PRACTICAL
KNOWLEDGE, HANDS-ON
EXPERIENCE, AND
ACCESS TO POLICY AND
DECISION-MAKING**



A photograph of a modern, white, angular building with large windows. The building is surrounded by greenery, including a large tree on the right, a smaller tree in the foreground, and a vine-covered structure on the right. The sky is clear and blue.

בית ספר אריסון למנהל עסקים
ARISON SCHOOL OF BUSINESS
בית ספר לאודור לממשל
LAUDER SCHOOL OF GOVERNMENT



Guided by its core values of freedom and responsibility, the Lauder School of Government prepares its students for leadership positions in Israeli and international politics, international organizations, think tanks, NGOs, consulting and security companies, and more. With this degree, students will be ready to tackle 21st century challenges – from resource scarcity and security to dictatorships, great power competition, misinformation, and conflict resolution – in Israel and abroad.”

PROF. ASSAF MOGHADAM
DEAN



**AMBASSADOR
RONALD S. LAUDER**

Ambassador Ronald S. Lauder, an international businessman and Jewish communal leader, was appointed U.S. Ambassador to Austria in 1986. He established the Ronald S. Lauder Foundation in 1987, which focuses on Jewish education and community outreach. Among the many positions which he has held and currently holds are: President of the World Jewish Congress; Chairman of the Conference of Presidents of Major American Jewish Organizations; Chairman of the Board of the Jewish National Fund; and Chairman of the International Public Committee of the World Jewish Restitution Organization.

Reichman University's Lauder School of Government, Diplomacy & Strategy was established in 1999.

GOVERNMENT CLUSTERS

- **DIPLOMACY & GLOBAL AFFAIRS**
- **CONTEMPORARY MIDDLE EAST**
- **SECURITY STUDIES & COUNTER-TERRORISM**
- **PUBLIC DIPLOMACY**
- **BUSINESS**

The BA program in Government prepares students for careers in the fields of public policy, diplomacy, consulting, and security. Immersed in the Middle East, you will gain a unique understanding of geopolitical events that affect the region and the entire world.

A special focus is put on the inner workings of Israeli society, including Israeli constitutional law, foreign policy, and national security.

Thanks to its strong emphasis on theory, leadership, and practical experience, this degree equips students with the practical skills they need in their future studies and careers.

Foundational academic courses – such as Contemporary International Politics, Political Communication, the Arab-Israeli Conflict and the Peace Process, and Theories of International Relations – are combined with interactive skills-oriented workshops, hands-on simulations, internships (for credit), and briefings with key public figures.

Starting in their second year, students may specialize in Diplomacy and Global Affairs, Contemporary Middle East, Security Studies & Counter-Terrorism, Public Diplomacy, or Business.

Students may also apply to special academic programs, including the Argov Fellows Program in Leadership and Diplomacy, the Public Diplomacy Program, the Syracuse Exchange Program, The Rabin Leadership Program, the Research Cadets Program, the Zvi Meitar Emerging Technologies Program, the CO-OP Startup Experience Course, and dozens of exchange programs in outstanding international institutions. In addition, students can apply to outstanding academic competitions (the International Humanitarian Law Competition, for example) and take part in student-led clubs (Model United Nations, Pugwash, and many more).

The Lauder School attracts outstanding students from around the world and provides a pluralistic environment in which students can exchange ideas, while gaining unique networking opportunities and preparing for their future. Our students pursue graduate studies (master's degrees and PhDs) at top American, Israeli, and European universities, or choose to enter the workforce in politics, the private sector, NGOs, international institutions, and cutting-edge companies in Israel and abroad.



Ben Neeman, Canada, Government

GOVERNMENT CURRICULUM

The Government BA program consists of 120 credits. The program is designed to be completed over a period of 3 years.

YEAR I

- Theories in International Relations *
- Comparative Politics
- Israeli Politics, Society & Culture *
- Introduction to Security Studies & Counter-Terrorism *
- Introduction to the Contemporary Middle East *
- Introduction to Diplomacy & Global Affairs *
- Introduction to Political Communication
- Contemporary International Politics
- Research Methods *
- E-Government & IT Policy
- Introduction to Political Thought
- Principles of Statistics *
- Academic Writing & Research / Advanced English *
- Excel Workshop
- Workshop on Problem Solving *
- Contemporary Middle East Cluster Course: Arabic for Beginners

YEAR II

- The Arab-Israeli Conflict & the Peace Process *
- History of the Modern Era
- American Government & Politics
- Introduction to Israeli Constitutional Law
- Conflict Resolution *
- European Institutions & Integration
- Democracy & Dictatorship *
- Empirical Research
- Internet, Social Media & Politics
- Foundations of Economics I *
- Foundations of Economics II
- International Law *
- International Political Economy
- The Politics of Climate Change *
- Great Power Competition and Cooperation
- Strategic Planning & Policy Analysis *
- Non-Academic Writing Workshop
- Job Market Skills *
- Contemporary Middle East Cluster Course: Spoken Arabic
- Contemporary Middle East Cluster Course: Introduction to Islam
- Diplomacy & Global Affairs Cluster Course: Negotiation Workshop

** Mandatory for students enrolled in the double major in Sustainability & Government*

INTERNSHIP OPPORTUNITIES!

Internship opportunities for RRIS undergraduates in the Lauder School of Government, Diplomacy and Strategy are available at a variety of government offices, non-governmental organizations, think tanks, and Lauder School research institutes and programs. Internships approved by the Lauder School provide students with academic credit and the opportunity to obtain invaluable practical experience in the public and third sectors.



YEAR III**

CLUSTER – DIPLOMACY & GLOBAL AFFAIRS

- Diplomacy, Governance & Law in a Global World
- Transatlantic Relations in the 21st Century
- China: Society & Politics
- Nationalism, Fascism & Populism
- Strategy & Negotiations in the Nuclear Realm
- The Politics of Post-Colonial Africa
- The Media in Conflict Zones
- *Seminar* Globalization from East to West
- *Seminar* International Political Economy: Past to Present, Theory to Practice
- *Seminar* Exploring the Modern International System

CLUSTER – CONTEMPORARY MIDDLE EAST

- Palestinian Society & Politics
- Iran & Regional Politics
- Energy & Geopolitics in the Gulf
- Identities in the Middle East: States, Tribes and Communities
- Nationalism & Islam in the Middle East
- Business & Political Economy in the Middle East
- Arabic: Language & Culture
- *Seminar* Political Culture & Negotiation in the Middle East

CLUSTER – SECURITY STUDIES & COUNTER-TERRORISM

- Global Terrorism: ISIS, al-Qaeda and Hezbollah
- Terrorism & Counter-Terrorism Innovation
- Counter-Terrorism in Comparative Perspectives
- Jihadist Social Media
- Terrorism, Counter-Terrorism & the Middle East
- Law & Terrorism
- Political Violence & Extremism in Israel
- Ideology & Doctrine of Islamic Radical Movements
- *Seminar* Israel's Counter-Terrorism Policy
- *Seminar* Intelligence, Decision-Making & Counter-Terrorism
- *Seminar* Terrorism, Counter-Terrorism & Technology

CLUSTER – PUBLIC DIPLOMACY

- Innovative Diplomacy
- War of Narratives: Israel in the Arena of Public Diplomacy
- Internship in Digital Public Diplomacy
- Practical Tools in Public Diplomacy Workshop
- Diplomacy, Innovation & Statesmanship
- Digital Diplomacy #War
- Annual Seminar Public Diplomacy During Conflicts

CLUSTER – BUSINESS

- Principles of Marketing Management
- Organizational Management
- Entrepreneurship & Business Management
- Business Communication for Public Administrators & Managers
- Business & Political Economy in the Middle East
- Systematic Creativity
- Fundamentals of Personal Finance
- *Seminar* Economic Peace

WORKSHOPS

- Creative Thinking Workshop *
- Team Building Workshop *

ADDITIONAL GOVERNMENT ELECTIVES

- Arabic for Beginners
- Internship Program
- Negotiation Workshop
- Liberty & Responsibility: Exploring the Foundations of the Modern Open Society
- Theaters of Global Jihad
- Gender in the #MeToo Era
- Public Opinion & Foreign Policy in the U.S.
- *Honors Seminar* Armed Non-State Actors

* Mandatory for students enrolled in the double major in Sustainability & Government

** All students are also required to take general electives and may take electives from other programs at Reichman University.

Reichman University reserves the right to cancel, alter, or expand the academic programs and courses offered

THE INSTITUTE FOR POLICY AND STRATEGY (IPS)

The Institute for Policy and Strategy (IPS) at Reichman University, the convener of the Annual Herzliya Conference Series, aspires to contribute to Israel's national security and resilience by conducting integrative and comprehensive policy analysis on the national challenges, produces strategic insights and policy recommendations for decision-makers, and informs the public and policy discourse.

Main Pillars

The Institute's policy agenda focuses on two main issues:

The first and primary focus is identification of opportunities and risks for Israel in both the Mediterranean arena and in a global setting. Special emphasis is placed on identifying dynamic regional shifts that enhance the threat posed by Iran, alongside the development of new strategic relationships between Israel and the Arab states.

The second IPS focus area is Israel's national resilience as a foundation for national security. This pillar highlights the fact that domestic weakness negatively reflects on Israel's ability to cope with both internal and external crises.

IPS Publications & Conferences

- Weekly collection of policy papers
- Conferences that are based on meticulous content management and production, for optimal experiences for local and overseas participants. (All conferences include a summary of key insights and recommendations for distribution to the IPS community, media, and decision-makers in Israel and worldwide.)
- Briefings and interviews across various media outlets. (Special emphasis is placed on the IPS's international profile by translating written publications, as well as recordings, and distributing them across foreign media outlets.)

Herzliya Conference

The annual Herzliya Conference on the balance of Israel's national security is IPS's flagship activity. The conference draws together international and Israeli participants from the highest levels of government, business, and academia to address most pressing national, regional, and global issues.

<https://www.runi.ac.il/en/research/ips/pages/main.aspx>



Maj. Gen. (Res.) Amos Gilead
Executive Director, Institute for Policy and Strategy (IPS)
Chairman, Annual Herzliya Conference Series



Benjamin Netanyahu, Prime Minister of Israel,
attending ICT's 16th International Conference: World Summit
on Counter-Terrorism



Reuven Rivlin, President of Israel, addressing the Herzliya Conference, 2016



THE INTERNATIONAL INSTITUTE FOR COUNTER-TERRORISM (ICT)

The International Institute for Counter-Terrorism (ICT) is among the leading academic institutes for counter-terrorism in the world. Founded in 1996, ICT has rapidly evolved into a highly esteemed global hub for counter-terrorism research, policy recommendations, and education.

The goal of the ICT is to advise decision-makers, initiate applied research, and provide consultation and education to address terror and its effects.

Within the constellation of topical research institutions worldwide, ICT stands out as a benchmark institute through its:

- acclaimed faculty and management team
- dedicated focus on counter-terrorism policy
- worldwide team of affiliates and strategic academic partners
- interdisciplinary research
- innovative policy solutions
- original, "out-of-the-box" approach to policymaking through education
- "real world," pragmatic policy proposals and solutions
- World Summit on Counter-Terrorism - one of the most influential events in the field of counter-terrorism today
- proactive solicitation of ideas to international decision-makers and leaders

GOVERNMENT FACULTY

Prof. Dmitry (Dima) Adamsky, PhD, University of Haifa, 2008

Head, Honors Track in Strategy & Decision-Making, Lauder School of Government

Areas of Interest

International Relations; International Security; Security & Intelligence Studies; Modern Military Thought; Arab-Israeli Conflict; U.S., Russian & Israeli National Security

Dr. Eitan Azani, PhD, Hebrew University of Jerusalem, 2005 *

Head, Counter-Terrorism & Homeland Security, Lauder School of Government; Colonel (Res.), IDF; Director of Research, International Institute for Counter-Terrorism (ICT) at Reichman University

Areas of Interest

Global Jihad Organizations & Radical Islamic Movements; Iran, Hezbollah & Shi'ite Terrorism; Radicalization of Islamic Communities in the West; Terror Fundraising; Cyberterrorism

* Visiting Professor

Dr. Amnon Cavari, PhD, University of Wisconsin-Madison, 2011

Head, Public Policy & Administration & Political Marketing, MA Program in Government, Lauder School of Government

Areas of Interest

American Politics; Public Opinion; U.S.-Israel Relations

Dr. Leor Cohen, PhD, Bar-Ilan University, 2011

Coordinator, English for Government & Communications, Reichman University; Coordinator, Reichman University Writing Center

Areas of Interest

Sociolinguistics; Discourse & Conversation Analysis

Prof. Asif Efrat, PhD, Harvard University, 2009

Head, MA Program & the MA Thesis Track, Lauder School of Government

Areas of Interest

International Law & Politics; International Cooperation; International Relations

Prof. Boaz Ganor, PhD, Hebrew University of Jerusalem, 2002

Former Dean, Lauder School of Government; Head, Counter-Terrorism & Homeland Security, Lauder School of Government; Founder & Executive Director, International Institute for Counter-Terrorism (ICT); Former Advisor to the Israeli Prime Minister on Counter-Terrorism

Areas of Interest

International & Localized Terrorism; Terrorism & Counter-Terrorism Strategies; Terrorism & the Media; Terrorism, Democracy & Public Opinion; Israel's Counter-Terrorism Strategies

Maj. Gen. (Res.) Amos Gilead

Executive Director, Institute for Policy & Strategy (IPS); Chairman, Annual Herzliya Conference Series; Former Director, Policy & Political-Military Affairs, Israel Ministry of Defense; Former Chief, Intelligence Research & Analysis Division, IDF; Former Coordinator of Government Activities in the Territories; Senior Member of the Israeli Delegation to the Israeli-Jordanian/Palestinian Peace Talks; Former IDF Spokesperson; Former Military Secretary to Prime Minister & Minister of Defense, Yitzhak Rabin

Dr. Ori Goldberg, PhD, Tel Aviv University, 2008

Areas of Interest

Interaction Between Religious Faith & Political Behavior; Shi'ite Islam & Iran

Prof. Sivan Hirsch-Hoefler, PhD, University of Antwerp, 2008

Academic Director, Rabin Leadership Program, Lauder School of Government

Areas of Interest

Political Extremism & Violence; Collective Action & Social Movements; Political Behavior; Political Sociology, Religious & Ethnic Conflict

Prof. Liza Ireni-Saban, PhD, Tel Aviv University, 2006

Former Deputy Dean, Lauder School of Government

Areas of Interest

Public Administration; Public Policy & Ethics

Dr. Amichai Magen, JSD, Stanford University, 2009

Head, Diplomacy & Conflict Studies, MA Program in Government; Head, Governance & Political Violence Program, International Institute for Counter-Terrorism (ICT), Lauder School of Government

Areas of Interest

Liberty, Sovereignty, Democracy & the Rule of Law; Future of the Liberal International Order; Governance in Areas of Limited Statehood; Political Violence; EU External Relations & EU-Israel Relations

Dr. Yossi Mann, PhD, Bar-Ilan University, 2005

Head, Middle East, Lauder School of Government

Areas of Interest

Oil; Energy; Saudi Arabia; Persian Gulf

Dr. Shavit Matias, PhD, George Washington University, 1997

Head, Global Affairs & Conflict Resolution, Lauder School of Government; Former Deputy Attorney General of Israel in Charge of International Issues & Advising the Prime Minister, Government, Cabinet & Ministries; Fellow, Hoover Institution, Stanford University

Areas of Interest

Globalization; National Security; International Negotiations; International Law; Diplomacy; Conflict Resolution

Prof. Rafi Melnick, PhD, University of California, Berkeley, 1979

Provost, Reichman University; Former Dean, Lauder School of Government; Former Deputy Director of Research, Bank of Israel

Areas of Interest

Monetary Economics; Inflation; Israeli Economy; Applied Econometrics

Prof. Alex Mintz, PhD, Northwestern University, 1981

Former Provost, Reichman University; Former Dean, Lauder School of Government; Former Chair, Annual Herzliya Conference Series; Former President, Israeli Political Science Association; Former Head, Initiative for an Inclusive Israeli Society; Director, Program in Political Psychology & Decision-Making (POPDM); Director, Behavioral Political Science (BPS) Lab; Director, Computerized Decision-Making Lab

Areas of Interest

Decision-Making; Political Psychology & Marketing; Behavioral Political Science

Prof. Assaf Moghadam, PhD, Tufts University, 2007

Dean, Lauder School of Government

Areas of Interest

Violent Non-State Actors; Armed Conflict; Political Violence; Terrorism; Insurgency

Prof. Karine Nahon, PhD, Tel Aviv University, 2004

Head, Data Science, Lauder School of Government

Areas of Interest

Politics of Information & Information Politics; Power Dynamics & Network Gatekeeping in Social Media; Role of Virality & Information Flows in Elections & Politics

Prof. Liav Orgad, LL.D., Hebrew University of Jerusalem, 2011

Areas of Interest

Global Migration; Citizenship Theory; Constitutional Identity; International Human Rights Law; Political Theory; Nationalism & Minorities; Law & Technology

Amb. Ron Prosor

Head, Abba Eban Institute for International Diplomacy, Reichman University; Distinguished Fellow, Hudson Institute; Former Permanent Representative of Israel to the United Nations; Former Ambassador of Israel to the United Kingdom; Former Director General of the Israel Ministry of Foreign Affairs

Dr. Daphné Richemond-Barak, PhD, Tel Aviv University, 2010

Academic Director, RRIS Program in Government; Head, Law & Security, Lauder School of Government

Areas of Interest

Role & Status of Non-State Actors; Asymmetric Warfare & the Morality of War; International Court of Justice; Relationship Between International Law & International Relations; Comparative Analysis of Systems of Law

Dr. Maoz Rosenthal, PhD, Tel Aviv University, 2007

Areas of Interest

Political Strategy; Israeli Politics; Governability & Democracy; Representation & Redistribution; Judicial Politics

Dr. Alisa Rubin, PhD, Harvard University, 1994

Academic Director, Argov Fellows Program in Leadership & Diplomacy, Reichman University

Areas of Interest

International Political Economy with a Focus on the Middle East; Business-Government Relations; Globalization

Dr. Jennifer Shkabatur, JSD, Harvard Law School, 2012

Head, "Reichman University 4D" Cluster, MA Program in Government, Lauder School of Government

Areas of Interest

Information Technologies & Their Influence on Governance & Political Action; Open Government Policies; Online Political Campaigns; the Role of New Technologies in Developing Countries

Dr. Lesley Terris, PhD, Tel Aviv University, 2008

Deputy Dean, Lauder School of Government; Former Academic Director, RRIS Program in Government

Areas of Interest

Conflict Processes; Negotiation & Mediation in International Conflicts; Study of International Politics through Simulations

Prof. Gabriel Weimann, PhD, Hebrew University of Jerusalem, 1982

Areas of Interest

Study of Persuasion & Influence; Modern Terrorism & the Mass Media; Online Terrorism & Cyberterrorism

Dr. Dana Wolf, SJD, American University Washington College of Law, 2015

Areas of Interest

Public International Law; Conflict Resolution & Negotiation

Many courses in the program are taught by the faculty members listed above.

SCHOOL OF SUSTAINABILITY FOUNDED BY ISRAEL CORP., ICL & ORL

FINDING PATHS TO BALANCE
BETWEEN THE ENVIRONEMENT,
THE ECONOMY, AND
HUMANITY'S NEEDS IN THE
COMING DECADES







Israel is a small country, ranking high on the international human development index. With a startup spirit and a problem-solving DNA, Israel excels in ingenious technological innovations and superb entrepreneurial capabilities. The climate crisis and natural disasters we have faced in recent years clearly highlight the dire consequences of the growing imbalance between humanity and nature. Across the globe, governments, the private sector and the general public are rethinking the current paths of economies and development. We need to reshape them, and to transform our economy into a long-lasting and sustainable economy that uses natural resources prudently and responsibly, and allows present and future generations to prosper. There is a growing demand for sustainability experts, managers, inventors, and advisors to design and implement sustainable planning and innovative development policies. The vision of our school is to educate the next generation of these professionals."

PROF. YOAV YAIR
DEAN



SUSTAINABILITY & GOVERNMENT DOUBLE MAJOR

PROGRAM

The 21st century has already seen major changes caused by the interaction between human societies and the natural world. Humanity occupies but a fraction of the planet's surface, yet it has altered its atmosphere, oceans, and the climate system, and severely harmed the biodiversity of living species. Resource depletion, greenhouse gas emissions, plastic pollution, and toxic waste are but a few examples of man's adverse impact on our planet. In recent years it has become clear that sustainability is the only viable option for survival on planet Earth. In an era of rapid climate change the UN Sustainable Development Goals (SDGs) clearly depict the road for a better future, showing what international cooperation may achieve – but also its limits.

The Sustainability & Government program at Reichman University equips students with a deep understanding of these issues and provides them with the skills needed to shape policies and advocate in this field.

Our students learn about green entrepreneurship, energy and water diplomacy, technological advancements in the field of sustainability, and avenues for domestic and international regulation – all of which are crucial for the survival of future generations.



Yotam Levy, USA
Sustainability & Government

HIGHLIGHTS

- Three-year double major BA in Sustainability & Government
- World-renowned faculty lecturers, researchers, and entrepreneurs
- New and updated program, with courses reflecting the post COVID-19 global realities in the economy, society, and the environment
- Highly sophisticated teaching methodologies, including Virtual Reality and Hands-On ICT experience
- Internship program for credit in one of over 30 pre-approved organizations, corporations, think tanks, and political bodies

The Sustainability & Government Program provides graduates with a competitive advantage in a broad range of fields in the public and private sectors, which show increased demand for expertise in sustainability and in fields such as diplomacy, renewable energy, water, city planning, transportation, corporate social responsibility, selected issues in environmental law, and more.

Graduates will have the skills necessary to work in governmental, managerial, and social arenas in Israel or abroad, and will be well-suited to be employed in the private and public sectors, in domestic and international NGOs, and at cleantech startup companies.

The program teaches aspects of policy and decision-making that balance environmental, social, and economic issues with a global perspective, giving our students insight into the underlying international and political ramifications of sustainability challenges and opportunities.



CURRICULUM

The Sustainability & Government double major BA program consists of 120 credits. The program is designed to be completed over a period of 3 years (6 semesters). In their senior year, students conduct and lead a Capstone project (practicum) on a sustainability topic of their choice.

The program places a strong emphasis on practical experience through internships and the practicum, enabling graduates to get jobs at entrepreneurial startups in the areas of sustainability and clean-tech, or to become sustainability experts in the private sector. The curriculum includes sustainability courses taught in collaboration with leading figures from Israeli academia, and its government and business sectors.

YEAR I

FALL SEMESTER

- Introduction to Sustainability
- Introduction to Earth System Science
- Introduction to Ecology
- Introduction to Environmental Thought
- Introduction to Microeconomics

SPRING SEMESTER

- Sustainable Energy
- Urban Sustainability
- Environmental Planning in Israel
- Technology, Big Data & Sustainability
- Advanced English

YEAR II

FALL SEMESTER

- Introduction to Emergency & Disaster Management
- Sustainability & Water Resource Management
- Introduction to Geographic Information Systems (GIS)
- Air, Water & Soil Pollution
- Energy, Climate Change & Society

SPRING SEMESTER

- Information & Communication Technologies for SDGs
- Corporate Social Responsibility & Impact Investments
- Environmental Economics
- Global Urbanism
- Introduction to Green Entrepreneurship

YEAR III

FALL SEMESTER

- Practicum - Capstone Project
- Selected Issues in Environmental Law
- Food Systems in the Modern Age
- Smart Mobility

SPRING SEMESTER

- Practicum - Capstone Project
- Advanced Urban Analytics & Smart Cities
- Life Cycle Thinking for Sustainable Production & Consumption
- Oil, Gas & Renewable Energy: Economics, Geopolitics, Policy & Security

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

CAPSTONE PROJECT

- In their final year of study, students are required to choose a topic from the wide domain of sustainability as their Capstone project. Throughout this project, students work together in small teams and face real-life issues, in accordance with their personal interests and passions.
- The goal of the project is to offer students practical experience in the field of sustainability, with an emphasis on entrepreneurship and contributing to society.
- Projects will be run in small groups, with the assistance of the team tutor(s) and mentors. Together they will outline a plan of action for the project's implementation and carry it out.
- Guidance and mentorship will be offered to students by the program's faculty and by Reichman University lecturers whose fields of expertise are relevant to the project (i.e., government, communications, business administration), and with the guidance of practitioners from relevant fields of practice.

The list of mandatory courses in Government is on pp. 78, 79.

A man and a woman are looking at a laptop outdoors. The man is on the left, wearing a blue plaid shirt over a white t-shirt, and the woman is on the right, wearing a light-colored jacket. They are both looking down at the laptop screen. The background is a blurred green landscape with trees.

FACULTY

Prof. Yoav Yair, PhD, Tel Aviv University, 1995

Dean, School of Sustainability, Reichman University

Areas of Interest

Climate Change; Atmospheric & Space Sciences; Air Pollution; Natural Disasters

Prof. Yael Parag Cohen Mintz, PhD, Tel Aviv University, 2005

Deputy Dean, School of Sustainability

Areas of Interest

Energy and Climate Policy; The Future of Electricity Markets; Prosumer Markets; Energy Security; Consumer Behavior; Consumer Engagement in the Smart Grid; Demand Management; Microgrids; Public Perception of Energy Generation Technologies

Dr. Nathan Marom, PhD, Tel Aviv University, 2009

Areas of Interest

Urban Sustainability; Sustainable Development; Urban Policy & Planning; Social Theories of the Environment; Comparative Urbanism

Dr. Shiri Zemah Shamir, PhD, University of Haifa; Technion-Israel Institute of Technology, 2009

Areas of Interest

Econometrics; Environmental Economics; Ecological Economics; Natural Resource Economics; Economic Valuation; Game Theory; Mathematical Economics; Agricultural Economics

Dr. Asaf Tzachor, PhD, University College London (UCL), 2018

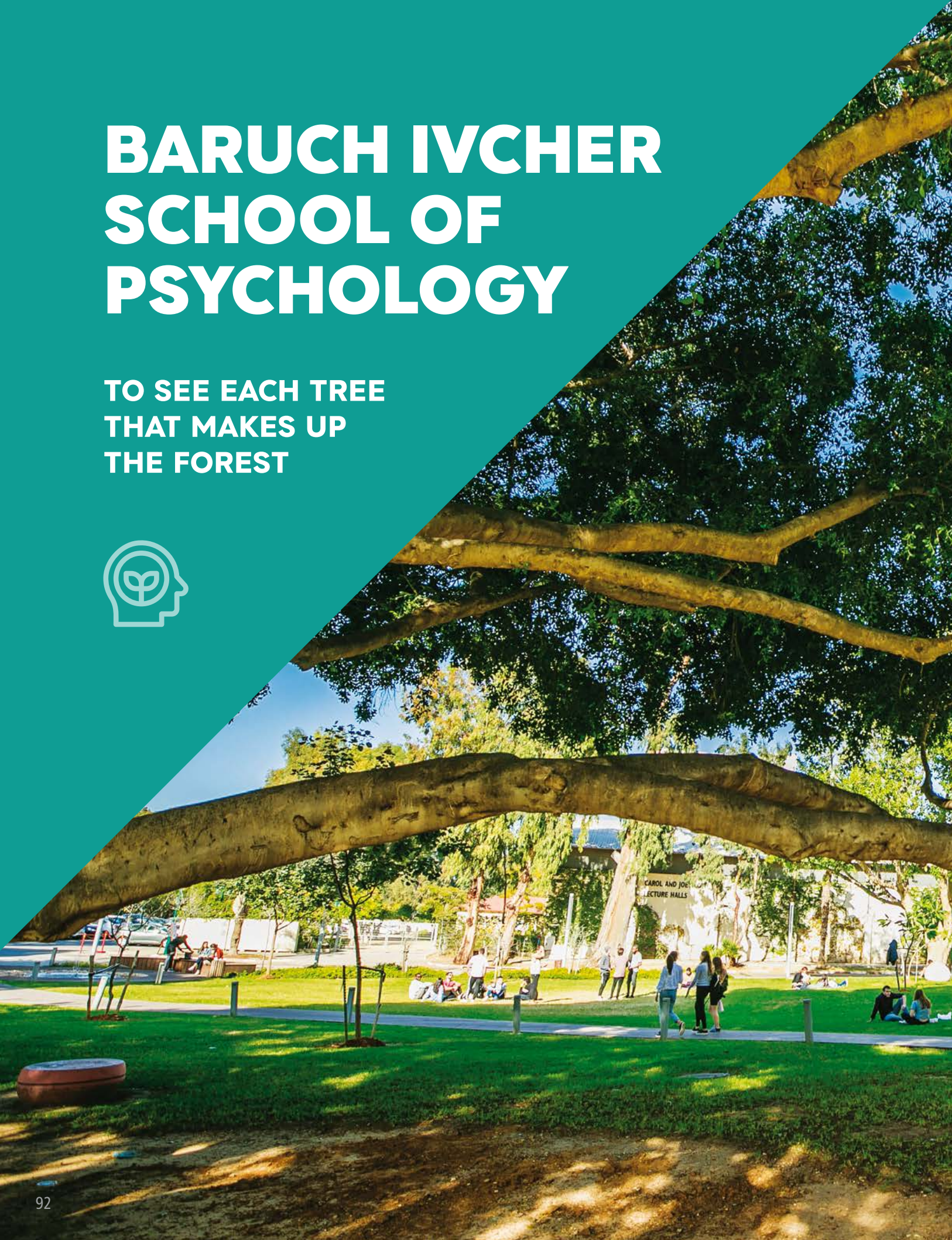
Areas of Interest

Sustainability Sciences; Development Studies; Science and Technology Policy; Food Systems; Future Foods; Water Resources Management; Global Risks; Innovation; Emerging & Clean Technologies

Many courses in the program are taught by the faculty members listed above.

BARUCH IVCHER SCHOOL OF PSYCHOLOGY

TO SEE EACH TREE
THAT MAKES UP
THE FOREST







We are committed to preparing our students for successful careers in various areas of psychology. We offer a professional home with outstanding faculty, cutting-edge research, and hands-on practical experience. Through courses, seminars, extracurricular activities, and mentoring, our students will gain a comprehensive scientific and practical background that will allow them to become leaders in the world of psychology.”

PROF. ANAT BRUNSTEIN KLOMEK
DEAN



BARUCH IVCHER

Baruch Ivcher is an Israeli-born businessman and central public figure in Peru. He served in the IDF Signal Corps and graduated from the Hebrew University of Jerusalem Law School. In 1970 Mr. Ivcher moved to Peru to pursue a business opportunity. In 1984 he received Peruvian citizenship and began to focus on the media industry; by the early 1990s he owned the second-largest television station in the country. Mr. Ivcher remains active in the Israeli and international business arena. He was an early supporter of Reichman University, having established the Ivcher Auditorium. Mr. Ivcher also endowed the Baruch Ivcher School of Psychology.

EXCELLENCE PROGRAMS

The Excellence Programs are designed for outstanding students who plan to continue studying towards advanced degrees in Israel or abroad. The programs span the second and third years of studies.

HONORS PROGRAM

The general Honors Program includes a seminar in which participants strengthen their analytical and research skills, as well as their proficiency in reading and writing scientific material in English and in writing a research honors thesis.

BRAIN AND MIND PROGRAM

The Brain and Mind Program includes an intensive apprenticeship in a neuroscience lab.

Both programs orient participants toward writing an empirical research article, to be submitted for publication to a scientific journal. The programs increase participants' chances to be accepted for graduate studies at leading universities.

Registration for the Excellence Programs opens towards the end of the first undergraduate year, and is based on students' achievements during that year.

www.rris.runi.ac.il/psychology



Jordi Rubinstein,
South Africa, *Psychology*



PSYCHOLOGY CURRICULUM

The undergraduate program leading to a BA in Psychology consists of 121 credits. It is designed to be completed over a period of 3 years (6 semesters).

In addition to their psychology studies, students will take 8 credits worth of general electives.

Students who did not attend high school taught in English may be required to take courses in English language proficiency.

YEAR I

FALL SEMESTER

- Introduction to Psychology
- Psychology & Neuroscience: An Interdisciplinary Approach (A)
- Social Psychology (year-long course)
- Introduction to Statistics (A)
- Probability
- Philosophy of Science

SPRING SEMESTER

- Developmental Psychology
- Social Psychology
- Psychology & Neuroscience: An Interdisciplinary Approach (B)
- Cognitive Processes A: Sensation & Perception
- Introduction to Statistics (B)
- School Seminar
- English for Psychology Advanced 2
- Practical Statistics Using SPSS

YEAR II

FALL SEMESTER

- Brain, Cognition & Emotion
- Theories of Personality
- Cognitive Processes B: Attention & Language
- Multivariate Statistics (A)
- Research Methods & Experimental Laboratory

SPRING SEMESTER

- Organizational Psychology
- Cognitive Processes C: Memory & Reasoning
- Multivariate Statistics (B)
- Introduction to Psychotherapy
- Research Methods & Experimental Laboratory
- Psychology & Social Change

YEAR III

Core Courses

- Abnormal Psychology
- Psychological Skills & Field Experience
- Psychology, Society & Culture (Spring)

THEORETICAL SEMINARS*

(Fall semester: Select 1)

- Development of Prosocial & Antisocial Behaviors
- Psycholinguistics, Emotions & Conflict Resolution
- Cognitive Challenges & their Solutions

RESEARCH SEMINARS*

(Two semesters: Select 1)

- Existential Psychology
- The Neurobiology of Attachment: Healthy & Pathological Processes
- Avatar Psychology

ELECTIVES*

(One semester: Select 4)

- Mindfulness – A Scientific and Experiential Approach
- Cognitive-Behavioral Therapy
- Interpersonal Psychotherapy
- Autism Spectrum Disorders at the Nexus of Biology, Psychology & Culture
- Introduction to Art Therapy
- Neurobiological Basis of Psychopathology and Treatment

* These course titles are representative. The actual courses offered will vary from year to year.

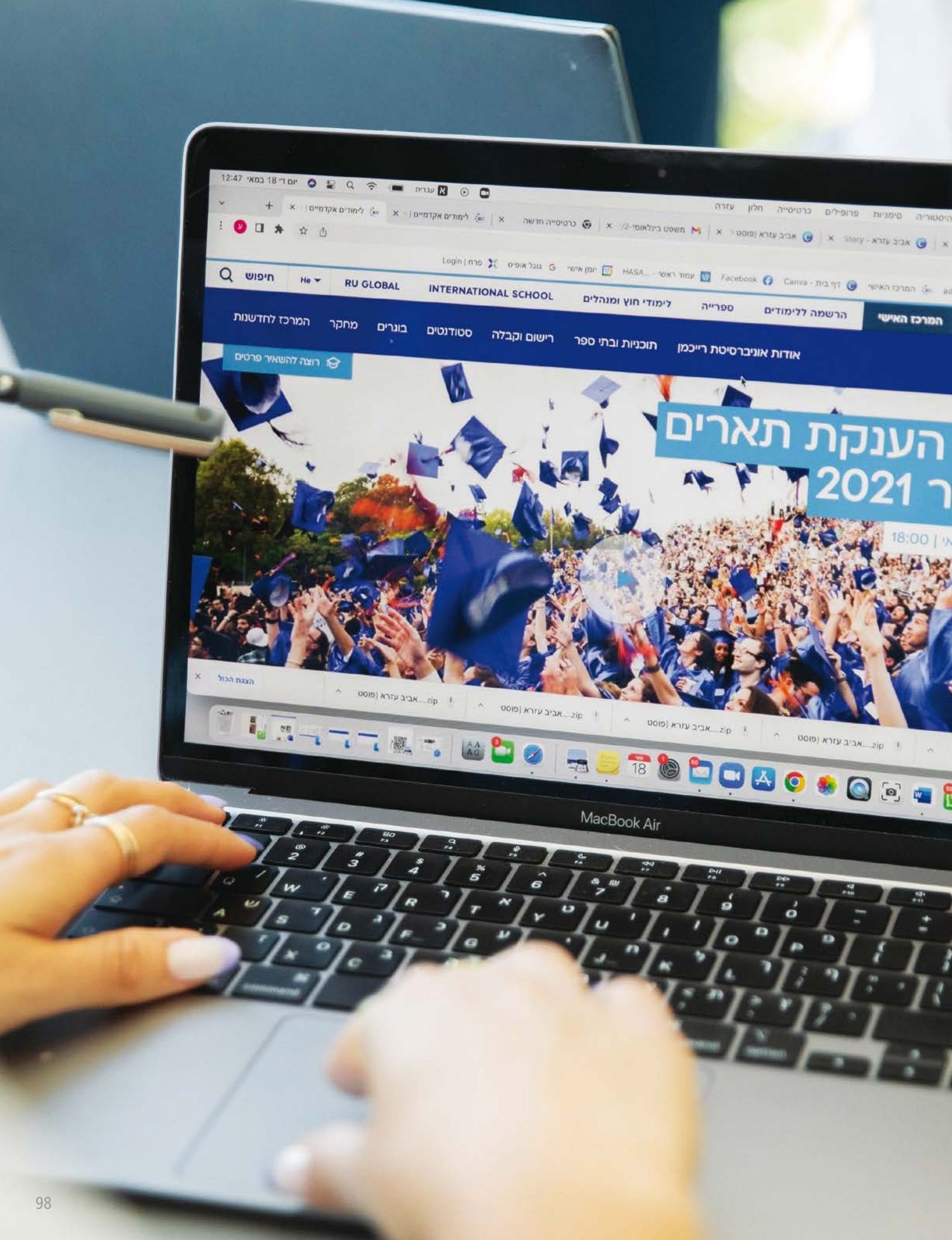
INTERDISCIPLINARY STUDIES

(Two semesters: Select 1)

- Criminology & the Psychology of Crime
- Neuroscience & Biology
- Communications
- Entrepreneurship

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





PSYCHOLOGY FACULTY

Prof. Amir Amedi, PhD, Hebrew University of Jerusalem, 2005

Areas of Interest

Brain, Cognition, and Technology; Multisensory Integration; Functional Neuroimaging

Prof. Boaz M. Ben-David, PhD, Tel Aviv University, 2007

Head, Communication, Aging and Neuropsychology Lab (CANlab), Reichman University

Areas of Interest

Communication; Cognitive & Sensory Integration in Aging; Perception of Emotions in Spoken Language; Impact of Threat on Attention

Prof. Anat Brunstein-Klomek, PhD, Bar-Ilan University, 2004

Dean, Baruch Ivcher School of Psychology

Areas of Interest

Interpersonal Psychotherapy; Bullying; Suicide Prevention

Prof. Guy Doron, PhD, University of Melbourne, 2007

Areas of Interest

Relationship-Related Obsessions (ROCD); Obsessive-Compulsive (OCD) & Related Disorders; Cognitive-Behavioral Therapy (CBT); Attachment Theory & Self-Perception in Psychopathology

Prof. Tsachi Ein-Dor, PhD, Bar-Ilan University, 2009

Areas of Interest

Human Defensive Behaviors; Evolutionary & Social Psychology; Personality

Prof. Shahar Ayal, PhD, Tel Aviv University, 2007

Head, MA Program in Social Psychology

Areas of Interest

Heuristics & Biases; Behavioral Ethics; Intergroup Effects on Decision-Making

Prof. Ruth Feldman, PhD, Hebrew University of Jerusalem, 1994

Areas of Interest

Development of Child Affect & Social Behavior; Neurobiology of Social Affiliation

Dr. Tahli Frenkel, PhD, Tel Aviv University, 2012

Areas of Interest

Child Development; Temperament, Anxiety & Behavioral Inhibition

Dr. Yulia Golland, PhD, Hebrew University of Jerusalem, 2008

Areas of Interest

Social Neuroscience; Interpersonal Synchrony

Dr. Danny Hamiel, PhD, Hebrew University of Jerusalem, 1993

Areas of Interest

Cognitive-Behavioral Therapy; Resilience in Childhood

Prof. Gilad Hirschberger, PhD, Bar-Ilan University, 2002

Areas of Interest

Existential Threats; Political Conflict; Long-Term Effects of the Holocaust; Metaphors of Conflict

Dr. Yaniv Kanat-Maymon, PhD, Ben-Gurion University of the Negev, 2009

Areas of Interest

Organizational Psychology; Autonomy Experience and Sense of Volition; Romantic and Parent-Child Relationships

Prof. Daniel A. Levy, PhD, Hebrew University of Jerusalem, 2003

Areas of Interest

Neuroscience; Physiological Psychology; Cognitive Psychology

Prof. Mario Mikulincer, PhD, Bar-Ilan University, 1985

Former Dean, Baruch Ivcher School of Psychology

Areas of Interest

Attachment Styles in Adulthood; Terror Management Theory; Personality Processes in Interpersonal Relationships; Evolutionary Psychology; Human-Learned Helplessness and Depression; Trauma & Post-Traumatic Processes; Coping with Stress; Qualitative Research of Emotional States; Rumination & Self-Focused Attention

Dr. Dana Pereg, PhD, Bar-Ilan University, 2001

Head, MA Program in Organizational Behavior and Development

Areas of Interest

Professional Identity; Organizational Development

Dr. Michal Reifen Tagar, PhD, University of Minnesota, 2010

Areas of Interest

Emotions in Conflict; Personality & Group Relations

Dr. Tamar Saguy, PhD, University of Connecticut, 2008

Areas of Interest

Intergroup Relations; Conflict Resolution; Prejudice Reduction; Gender

Dr. Rany Abend, PhD, Tel Aviv University, 2016

Areas of Interest

Neurobiological Mechanisms of Psychopathology; Developmental Psychopathology; Neuroscience-guided Treatment

Many courses in the program are taught by the faculty members listed above, though not all faculty members are listed.

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APPLICATION AND ADMISSIONS

1. Application Form and Fees

Please apply through our [online application form](#). There is a non-refundable application fee of \$100 USD.

2. High School Grades

Applicants must submit official copies of their high school transcripts and diplomas. Applicants in their final year of high school may submit partial transcripts. Acceptance of these applicants is contingent upon receipt of final transcripts that show they graduated and that their final grades are similar to those earned in previous semesters. Applicants who have completed at least 30 credits at university or community college may submit those transcripts in lieu of high school transcripts and a standardized test.

Applicants applying to quantitative degree programs will still be required to submit their high school transcripts, even if they completed 30 or more university/college credits.

3. Recommendations

Applicants must submit two letters of recommendation from individuals who can assess their strengths, capabilities, and academic abilities. Evaluators can be teachers, educators, counselors, employers, or supervisors. The recommendation letters can be in either English or Hebrew and must be submitted directly by the recommender to the appropriate admissions officer or to rris.registrar@runi.ac.il. Emails with the recommendation letters should include the name of the applicant and program to which they are applying.

4. Essay

Applicants must write a 250-500 word essay in English explaining why they would like to study in Israel at Reichman University, and why they chose the particular academic program for which they are applying. The essay should be uploaded to the online registration form.

5. Curriculum Vitae (CV) or Resume

Applicants must submit a CV (in English) detailing their educational history, volunteering activities, involvement in youth groups, army history (if applicable), and any employment details (if applicable). This should also be uploaded to the online registration form. Please make sure your full name is at the top of your CV and that it is in professional CV format.

6. English Proficiency

The academic curriculum of the Raphael Recanati International School is taught entirely in English. Graduates of high schools in which English was not the primary language of instruction are required to pass an English Proficiency Exam. If available, the exam results should also be uploaded to the online registration form. Depending on their test scores, students may be required to take English classes during their first year.

There are four different English levels:

- Exemption – Students are exempt from any further English proficiency requirements.
- Advanced II – Students are required to take and pass one English proficiency course during their first year at Reichman University.
- Advanced I+II – Students are required to take and pass two English proficiency courses during their first year at Reichman University.
- English Mechina (preparatory course) – Students are required to take and pass the Reichman University English preparatory summer course prior to the start of the academic year, as well as two English proficiency courses during their first year of studies.



The RRIS at Reichman University accepts the following English proficiency exams:

- a. TOEFL (Test of English as a Foreign Language):
www.toefl.org
- b. IELTS (International English Language Testing System):
www.ielts.org
- c. Cambridge English Assessment (CAE or CPE):
www.cambridgeenglish.org
- d. AMIRAM: www.nite.org.il/other-tests/amiram/?lang=en

7. Standardized Tests

For the 2023–24 year: Reichman University will be test-optional for those who graduate from high schools in the U.S. or Israel (who are normally required to submit SAT, ACT, or Psychometric exam scores). Where it is possible to test, do so, as it gives the RRIS Admissions Office an added quantitative ability to assess an applicant's math level. However, candidates will not be penalized for not testing. Anyone who has completed at least one year of university-level studies with distinction is not required to submit a standardized test. **Please make sure to check with the admissions office before applying, regarding your testing decision and status.**

SAT <http://www.collegeboard.com>

The Reichman University SAT code is 4267

ACT <http://www.act.org>

The Reichman University ACT code is 5385

8. Transfer Students

In order to receive credits or exemptions for courses taken at another accredited academic institution, students must submit a detailed syllabus in English for each course for which they are requesting credit and/or an exemption. Students can only submit credits for approval once they have been accepted and have confirmed their place in the class to which they have applied, by paying the \$1,000 USD per course confirmation fee. Please note that Reichman University is not obligated to grant credit for courses taken at other academic institutions. To receive a degree from Reichman University, students must earn at least 60% of their credits at Reichman University and must be enrolled at Reichman University for a minimum of two years. Please note that credits can only be awarded for courses taken within five years of when the student needs to take the courses at Reichman University.

9. Deadline

All forms and documents must be submitted to the Raphael Recanati International School Admissions Office by July 15, 2023. Applications will not be reviewed or considered until all required documents are submitted. Applications submitted during the late registration period will be reviewed based on availability, and admission will be subject to compliance with the admissions requirements, as well as the approval of the Admissions Committee. Those who apply during the late registration period may also be placed on a waiting list.

10. Decision

Admissions decisions are based on a combination of academic and personal criteria: high school grades; standardized test scores (if applicable); letters of recommendation; curriculum vitae (resume); and a personal essay.

Note that our admissions are rolling, and students should receive a response within two weeks of the date they submitted all required application materials.





TUITION AND EXPENSES (COA)*

Tuition

\$15,900 USD per year

* There is an additional \$300 USD fee for materials in the Schools of Communications, Computer Science, Entrepreneurship, and Psychology.

Health Insurance (optional)

\$1,600 USD per academic year

Reichman University Dorms (optional)

\$924 USD per month for rent

Dorms Security Deposit

\$1,200 USD

Reichman University dorm fees include maintenance fees, municipal taxes, security, cleaning of shared areas, WiFi, and cable. They do not include utilities and personal living expenses. For the first year, the rental period begins the day the students check into their apartments and goes through September 30th of the following year. Every year after that, the contract is for 12 months.

Additional Expenses

Students are responsible for their airfare to and from Israel. Students should expect to spend about \$600-\$880 USD each month for food, travel, and other basic expenses. Please note that tuition does not include the cost of the textbooks. A symbolic fee is charged for some RRIS social and cultural events.

Tuition Payment Arrangements

A **\$1,000 USD** tuition down payment must be made within the time stipulated in the email you receive with your acceptance letter, in order to reserve a place in the class. **This down payment is the first tuition payment.**

A Student Information Booklet containing details on how to pay the down payment, as well as the remainder of the tuition, will be available for you online, and will be included with the acceptance letter.

The tuition down payment will be fully refunded to those who decide not to enroll, if they inform the Raphael Recanati International School of their decision in writing by July 15, 2023.

**All rates are subject to change due to fluctuations in currency exchange rates.*



FINANCIAL AID

Various scholarships and loan opportunities are available to students at the Raphael Recanati International School.

Financial aid is awarded based on the candidate's background and/or status in Israel.

Raphael Recanati International School Scholarships

■ RRIS Needs-Based Scholarship

The school provides scholarships based on financial need. Applicants must complete the online application form: <https://www.runi.ac.il/en/schools/rris/admissions/undergraduate/financial-aid-and-scholarships/needs-based-scholarship/>

This form can be accessed with a student number, which applicants receive after they've been accepted to the school. Applicants are required to provide all the information and documentation requested.

Only forms that have been completed in full will be considered. Please note that scholarship recipients who withdraw during the academic year will be required to return all or part of the funds awarded. *Students who receive a scholarship are expected to perform 30 hours of community service over the course of the academic year on campus, or off campus, through one of the many organizations that cooperate with the RRIS.*

■ Merit Scholarship

RRIS awards excellent students with merit scholarships based on their previous academic performance. Students do not apply for this scholarship - the RRIS Admissions Office will notify you if relevant. Students who receive a merit scholarship are expected to perform 40 hours of community service over the course of the academic year.

Free Application for Federal Student Loans (FAFSA)

American students are eligible for Stafford Loans as part of the Direct Loans Program. Students can register online at: <https://studentaid.gov> from October 1, 2023 until April 1, 2024. Our school code is G40703. Please email rina@afidc.org once you receive your Student Aid Report (SAR). For further information: www.runi.ac.il/fafsa

Student Aid for Canadians

■ SAP (Students Assistance Programs)

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>



Masa Scholarships

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 the 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



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, nonprofit organizations, and local Jewish federations and schools about the availability of and criteria for such scholarships. 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 a variety of criteria.

■ Student Authority Grant For Olim

New immigrants can receive financial aid if they meet the criteria. For more information:

https://www.gov.il/en/departments/topics/student_authority

■ Friends of the IDF Scholarship Program IMPACT

For IDF combat or combat-support veterans:

<https://fidfimpact.org/> (Hebrew)

■ HESEG Foundation for Former Lone Soldiers

<https://www.heseg.com/?lang=en>

■ Jewish Federations of North America (JFNA)

www.jewishfederations.org

■ TELFED

Awards grants for students from South Africa. Contact the Jewish community of South Africa:

www.telfed.org.il

■ Perach

<https://www.perach.org.il/Perach-a-National-program-for-social-impact>

For full details about financial aid:

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

For other financial aid possibilities, contact our Financial Aid Managers:

rris.financialaid@runi.ac.il

ACADEMIC CALENDAR*

2023-2024 | תשפ"ד

Orientation week	Oct. 15-20, 2023
Fall semester begins	Oct. 22, 2023
Memorial Day for Yitzchak Rabin z"l	Oct. 26, 2023
Hanukkah vacation	Dec. 10, 2023
Fall semester ends	Jan. 19, 2024
Fall exams begin	Jan. 21, 2024
Spring semester begins	March 10, 2024
Purim vacation	March 24, 2024
Passover vacation	April 17-30, 2024
Studies resume	May 1, 2024
Eve of Holocaust Memorial Day	May 5, 2024
Holocaust Memorial Day ceremony	May 6, 2024
Eve of Israel Memorial Day / Memorial Day ceremony	May 12, 2024
Israel Memorial Day	May 13, 2024
Israel Independence Day	May 14, 2024
Memorial Day ceremony for Ethiopian Jews who perished on their way to Israel	June 5, 2024
Shavuot vacation	June 11-12, 2024
Graduation ceremony (class of 2022)	TBD
Honorary Fellowship & Outstanding Researchers and Lecturers ceremony	TBD
Student day	TBD
Spring semester ends	June 21, 2024
Spring exams begin	June 23, 2024
Summer semester begins	July 28, 2024
Logistics weekend	TBD
Summer semester ends	Sept. 13, 2024
Summer exams begin	Sept. 15, 2024

* The calendar is subject to change.

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Levitas Erin
MC Jewish Orthodox Community 2018

Bouganin Matan
MC Jewish Orthodox Community 2018

Levitas Erin
MC Jewish Orthodox Community 2018





www.rris.runi.ac.il

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