

Arison School of Business

BA in Business Administration

Double Major BA in Business and Economics

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

Introduction

B.A in Business Administration (pp. 5-16)

Specialization in Marketing and Entrepreneurship

Head of the Program: Dr. Talia Rymon

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

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

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

The graduates of this specialization will be able to begin a career in the fields of marketing, strategy and communications and join companies and organizations as marketing managers, marcomm managers, digital managers, product managers or brand managers. Furthermore, the graduates of this program will be able to join companies that provide marketing services such as advertising, public relations, digital marketing, marketing consultancy services and marketing research.

Specialization in Finance and Entrepreneurship

Head of the Program: Prof. Yaniv Grinstein

The specialization in finance prepares students to succeed in lucrative positions at financial institutions, such as banks and investment companies, as well as in the financial departments of corporations and consulting firms.

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

The specialization includes a cluster in entrepreneurship, which provides a set of practical tools, for those who are asking to establish new start-ups or businesses or to lead projects in organizations they will work in.

The program balances between theoretical foundations and practical courses, and includes courses on corporate financing, asset valuation and derivatives, financial risk management and investment portfolio management. Students apply all this in a seminar in which they complete a consulting project, either evaluating a company or researching performance in the capital market. In addition to preparing students for successful careers, the specialization in finance teaches them how to obtain and manage sources of capital.

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

Specialization in Digital Innovation

Head of the Program: Dr. Moses Miller

We are exhibiting the information revolution in which the world is relying more on technology and becoming more digital. This revolution affects almost every domain in our lives, and in the business world. Organizations all around the world realize they need to adapt their operations to the digital era to cope with the challenges and opportunities of the digital revolution. Most business innovation is based on high technology and data. Most innovations and the ability to gain a competitive advantage rely on the collection of data, artificial intelligence-based analysis of the data, and the development of digital products that interact with the customers and improve the user experience.

The goal of the specialization is to equip students with the required understanding and skills required for management positions in high-tech companies. Students will learn the various technologies used for developing digital innovations and leading the digital transformation in existing companies, startups, and technology-based entrepreneurship

The specialization does not require any prior technical background as it integrates between technology and the social and business aspects of the digital revolution. Students will learn various technologies used to develop digital products (e.g., web and mobile apps software development) and methods for analyzing data using Data Science techniques. An additional aspect of the specialization will focus on the ideation process and the way in which digital technologies drive change in society and business and initiate opportunities for new products and services.

Students gain hands-on experience in many of the courses, and which serve as a platform for creating and showcasing a portfolio of projects thereby gaining practical work experience. In the final seminar, students will be exposed to leading companies and discuss the way in which digital transformation affects their products and services innovation.

To be accepted to the program, students must successfully pass the Digital Innovation course taken in the first year. All courses will be taught in English.

Program of Studies

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
709	Advanced English I	4		0
10	Mathematics I	4	1 no credit	4
2316	Statistics I	5	1	6
2235	Management Skills	3		3
2194	Business Economics	4		4
710	Business- Advanced English II	4		2
11	Mathematics II	3	1 no credit	3
42	Fundamentals of Finance	4	1 no credit	4
43	Principles of Marketing Management	4		4
2341	Statistics II	5		5
2338	Digital Innovation	3		3
Total Semester Hours				36

Second Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
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2362	Organizational Management	4		4
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50	Fundamentals of Accounting	3	1	4
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2363	Business Economics Macro	4		4
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2364	Data Analysis for Business	4		4
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Spring Semester Courses

90	Critical Thinking	2		2
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3205	Business Ethics	2		2
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2150	Entrepreneurship and Business Management	3		3
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2234	Business Law	4		4
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Finance Specialization Mandatory Courses

Fall Semester Course

61	Investment Theory ¹	4	1	4
2304	Quantitative methods in finance	4		4
2370	Introduction to Programming	2	2	2

Marketing Specialization Mandatory Courses

Spring Semester Course

3825	Digital Marketing Tools	4		4
2321	Marketing Research	4		4

Specialization in Digital Innovation Mandatory Courses

Year-Long Course

2365	Introduction to Digital Technology	4		4
2369	UX and Product Management	2		2

Fall Semester Course

2367	Selected Topics in Digital Innovation	2		2
2370	Introduction to Programming	2		2

¹ A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a specialization in Finance.

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Spring Semester Course

2366	Introduction to Data Science	2	2
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2370	Introduction to Programming	2	2
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2660	Digital Product Characterization	2	2
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Marketing Total Semester Hours	41
Finance Total Semester Hours	37
Digital Innovation Total Semester Hours	38

Third Year / Business Administration Specialization in Marketing

Course Code	Course Name	Lecture Hours	Total Credits
Year-long Course			
2342	Seminar: Marketing Project	6	6
Fall Semester Courses			
3099	The new consumer	2	2
3826	Innovative Marketing	2	2
2319	Customer Management in the Information Era	2	2
3782	Business Strategy	3	3
3051	Integrated Marketing Communications	2	2
3334	Branding Strategy	2	2
2415	Global Marketing	3	3
2654	Navigating in the High Tech sector	3	3
3469	Product Management and New Product Development	2	2

Spring Semester Course

2057	Marcomm Seminar	2	2
839	Brandstrom Of Loreal	2	2

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

Course Code	Course Name	Lecture Hours	Total Credits
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Fall Semester Courses

2021	Marketing In The Far East	2	2
3886	Blockchain, Cryptocurrencies and NFT	2	2
3437	Leaving your personal mark in the business world	2	2
3324	Film Marketing in the Global Arena seminar	2	2

Spring Semester Course

714	Team Management and Development■	2	2
158	Simulation Games and Negotiation Processes■	2	2
2344	Decision Making and Problem Solving	2	2
3047	Management skills of the 21 century	2	2

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Third Year / Business Administration Specialization in Finance

Course Code	Course Name	Lecture Hours	Total Credits
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Year-long Course

2068	Finance Seminar	4	4
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Fall Semester Course

3052	Fixed Income Securities	2	2
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248	Futures and Options Markets	2	2
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3782	Business Strategy	3	3
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3053	International Finance	2	2
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3054	Advanced Topics in Corporate Finance	2	2
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2370	Introduction to Programming	2	2
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Spring Semester Course

2216	International Risk Management	2	2
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3056	Company Valuations and financial statement Analysis	2	2
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2353	Financial modeling	2	2
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2654	Navigating in the High Tech sector	3	3
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3055	Fintech Workshop	4	4
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Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits
2021	Marketing In The Far East	2	2
s 2297	Regional Business Development Project	2	2
3637	Leaving your personal mark in the business world	2	2
Spring Semester Course			
714	Team Management and Development▪	2	2
158	Simulation Games and Negotiation Processes▪	2	2
2344	Decision Making and Problem Solving	2	2
3047	Management skills of the 21 century	2	2

Third Year / Business Administration
Specialization in Digital Innovation Mandatory Courses

Course Code	Course Name	Lecture Hours	Total Credits
3782	Business Strategy	3	3
3342	Advanced Topics in Data Science	4	4
2325	Creativity and Innovation in Marketing	2	2
3910	Databases and SQL	2	2
2198	Social Media Workshop	2	2
3885	Mental Toughness Theories and Tools	2	2
Spring Semester Course			
2662	Digital Product Development	2	2
3050	Digital Product Seminar	2	2
2667	Customer monetization	2	2
2654	Navigating in the High Tech sector	3	3
3342	Advanced Topics in Data Science	4	4
<u>One year long</u>			
3347	Digital Product Architecture and Design	4	4

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

Course Code	Course Name	Lecture Hours	Total Credits
2021	Marketing In The Far East	2	
3491	Introduction to Python	2	2
2297	Regional Business Development Project	2	2
3637	Leaving your personal mark in the business world	2	2
Spring Semester Course			
714	Team Management and Development▪	2	2
158	Simulation Games and Negotiation Processes▪	2	2
2344	Decision Making and Problem Solving	2	2
3047	Management skills of the 21 century	2	2

Introduction

Double Major B.A in Business Administration and Economics (pp. 18-23)

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

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

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

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

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

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

First Year /Dual Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
709	Advanced English I	4		0
43	Principles of Marketing Management	4		4
710	Advanced English II	4		2
42	Fundamentals of Finance	4	1 no credit	4
9007	Mathematics I for Economics	4		4
9009	Statistics I for Economics	5		5
9682	Principles of Micro Economics	3	2	3
9076	Excel for Economics	1		0
Spring Semester Courses				
9008	Mathematics II for Economics	4		4
9010	Statistics II for Economics	4		4
9683	Microeconomics I: consumers and firms' behavior under perfect competition	4	2	3
9632	Course R	2		0
9684	Principles of Macro Economics	2	2	2
Total Semester Hours				35

Second Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
2362	Organizational Management	4		4
50	Fundamentals of Accounting	3	1	4
3825	Digital Marketing Tools	4		4
61	Investment Theory	4		4
2150	Entrepreneurship and Business Management	3		3
2304	Quantitative methods in finance	4		4
2321	Marketing Research	4		4
3059	Microeconomics II :Consumers and Firms Behavior Under Perfect Competition	4	2	4
3057	Macroeconomics I	4	2	4
9022	Introduction to Econometrics	3	1	4
Spring Semester Courses				
3058	Macroeconomics II	4	2	4
9023	Econometrics 1	2	2	4

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3060	Microeconomics III :consumers and firms behavior under perfect competition	3	2	4
3245	introduction to data science with R	3	1	3
Total Semester Hours				45

Third Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
Year-long Course				
2068	Finance Seminar	4		4
2342	Seminar: Marketing Project	6	6	
248	Futures and Options Markets	2	2	
2332	Corporate Responsibility	2		2
2319	Customer Management in the Information Era	2		2
2353	Financial modeling	2		2
3054	Advanced Topics in Corporate Finance	2		2
481	Leadership In Organization	2		2

401	Financial Risk Management	2	2
3056	Company Valuations and financial statement Analysis	2	2
2364	Data Analysis for Business	4	4

9078	Applied Economics	3		3
9931	Academic Literacy Workshop	1	0	No credit
Spring Semester Courses				
9044	Writing Economic Policy Papers	4	2	5
3437	Data bases with sql	2	2	
Total Semester Hours				42

Exam Schedule

The dates of the examinations can be found on the IDC Herzliya website under Students > Student Information > Course Catalog, Student Regulations and Syllabus > Search Exams

A personal examinations schedule is published at the Student's Information website (My IDC).