

Arison School of Business

BA in Business Administration

Double Major BA in Business and Economics

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

Introduction

B.A in Business Administration (for 1st year students during the 2024/25 academic year)

Head of program: Dr. Yaron Timmor

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

Brand management cluster

In the brand management you will gain a deep understanding of brand potency in modern marketing. You will delve into the theory and practice of marketing strategy and tactics in global environments. Explore the vital role of branding in creating long lasting relationships with customers. Learn to leverage traditional as well as cutting-edge media to support brands in effective campaigns and understand consumer behavior and decision-making processes and brand loyalty.

Corporate finance cluster

The Corporate Finance will prepare you for roles in financial management within the corporate sector, such as financial analysts, corporate treasurers, investment bankers, and financial managers. Through courses covering capital raising, valuation, financial statement analysis, and corporate risk management, you will gain a comprehensive understanding of corporate finance principles. By taking this cluster of courses you will be able to contribute to sound financial decision-making, risk management, and strategic planning within organizations.

Customer management cluster

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

Data Science cluster

Data is often dubbed the 'new oil,' powering the Artificial Intelligence (AI) business revolution. In this track, you will build upon your foundational programming skills to delve deeply into the art and science of transforming diverse data into meaningful business insights. You will master essential methodologies and acquire hands-on technical expertise, spanning from data acquisition and manipulation to advanced Data Science and Machine Learning techniques. With a focus on AI tools and capabilities, completing this track positions you at a competitive advantage for Data Analytics roles in the High-Tech sector, which is at the forefront of AI-driven innovation.

Entrepreneurship & Business Development cluster

The entrepreneurship & business development cluster provides you with practical tools that enable you found startups, develop these startups to a level of significant activity (scale-up), and expand into new product lines and

markets. Most importantly, you will get the foundation needed to create long-lasting competitive advantages that will enable your companies to profit more. The courses in this cluster combine guest appearances by leading industry figures, case discussions, and practical workshops.

Financial markets cluster

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

FinTech cluster

The Fintech cluster focuses on preparing you for careers at the intersection of finance and technology. You will be introduced to coding, machine learning techniques for investment decisions, big data techniques for credit risk assessment, blockchain technologies, etc. You will gain hands-on experience in cutting-edge financial technologies. Upon completion of this cluster you will be ready to excel in the rapidly evolving financial landscape where innovation and technology play a central role.

Marketing Strategy cluster

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

Practicum

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

Important to know: Participation in practicum is conditional on passing addition screening during your course of study

Digital product management cluster

Digital transformation stands at the forefront of business innovation. In today's rapidly evolving landscape, you must master and harness technologies ranging from web and mobile platforms to cloud solutions, data analytics, and Artificial Intelligence (AI) to fuel business expansion. This track equips you with the foundational technologies to conceptualize, design, and develop digital products. Your journey will encompass everything from mastering user experience design to delving into web services and mobile app development. By completing this track, you'll be primed for roles in product design, management, and business development in the high-tech sector, empowering you to spearhead digital innovation in any organizational setting.

Upstart cluster

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

Important to know:

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

Introduction

B.A in Business Administration (for 2nd and 3rd year students during the 2024/25 academic year) **Head of program: Dr. Yaron Timmor**

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

Specialization in Marketing

Head of the Program: Dr. Talia Rymon

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

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

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

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

Specialization in Finance

Head of the Program: Prof. Yaniv Grinstein

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

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

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

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

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

Specialization in Digital Innovation

Head of the Program: Dr. Moses Miller

In the ever-evolving landscape of the information age, the digital revolution continues accelerating, challenging businesses to adapt and transform in stride. More recently, we've entered a new phase: the AI revolution. Groundbreaking technologies like ChatGPT have brought new dimensions and complexities to digital transformation. To navigate this multifaceted challenge, our specialized program offers comprehensive training in the relevant technologies and strategic insights needed to succeed in High Tech business positions.

Our Digital Innovation Specialization delves into the synergies of business, technology, AI, and the consumer and social aspects. This program will help you understand how high-tech solutions, data-driven strategies, and AI-powered tools can fuel modern businesses and innovations, providing a competitive edge in an increasingly digital world.

Our track uniquely operates across three verticals:

Data Vertical: We equip you with vital skills in Python programming, databases and SQL, data analytics, and data science. This immersive experience in data analytics provides a foundation for kickstarting your career in the high-tech industry, with a clear understanding of the power of data in business decisions.

Digital Product Development: This vertical molds you into a proficient product manager, honing skills in UI/UX design, mobile app development, and internet technologies. Armed with both business acumen and tech-savvy, you'll stand out in any technology-oriented firm, ready to drive the creation of innovative digital products.

Business Strategy: The third vertical hones in on the strategic aspects of digital transformation, with courses covering a variety of digital transformation strategies, mental toughness for thriving in high-tech environments, and effective tactics for digital product adoption.

The fusion of these three verticals offers an unparalleled journey into the heart of digital transformation. You'll learn how to lead digital initiatives in startups and high-tech companies, understanding the technologies that drive digital transformation and innovation.

No technical background? No problem! Our track is designed to accommodate students from diverse backgrounds. A balanced blend of technology understanding, societal implications, and business strategy awaits you in this program.

Hands-on experience is an integral part of your learning journey. You'll work on real-world projects, build a portfolio that echoes your skills, and prepare for the professional world. Our final seminar allows you to engage with industry leaders, discussing how they're leveraging digital and AI transformation in their innovation strategies.

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*		6
2235	Management Skills	3*		3
2194	Business Economics	4*		4

710	Business- Advanced English II	4		2
5080	Business Data Analysis	4**		4
42	Fundamentals of Finance	4**	1 no credit	4
43	Principles of Marketing Management	4**		4
2341	Statistics II	5**	1	5
2234	Business Law	4*		4
Total Semester Hours				40

Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

Second Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
2362	Organizational Management	4*		4
50	Fundamentals of Accounting	4*	1	4
2363	Business Economics Macro	4*		4
5080	Business Data Analysis	4*		4
90	Critical Thinking	2**		2
2332	Corporate Responsibility	2**		2

2234

Business Law

4**

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Finance Specialization Mandatory Courses

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
4995	Python Programming	4*	2	4
5267	Business Entrepreneurship	3**		3
61	Investment Theory ¹	4*	1	4
2304	Quantitative methods in finance	4**		4

Marketing Specialization Mandatory Courses

5267	Business Entrepreneurship	3**		3
3825	Digital Marketing Tools	4**		4
2321	Marketing Research	4**		4

Specialization in Digital Innovation Mandatory Courses

2367	Selected Topics in Digital Innovation	2*		2
2366	Introduction to Data Science	2**		2
2198	Social Media Workshop	2**		2
4984	High Tech Product Management	3*		3
4995	Python Programming	4*		4

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

4985	UI / UX - Designing Digital Products	3**	3
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Marketing Total credits	35
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Finance Total credits	39
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Digital Innovation Total credits	40
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Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

Third Year / Business Administration Specialization in Marketing

Course Code	Course Name	Lecture Hours	Total Credits
2342	Seminar: Marketing Project	6***	6
3099	The new consumer	2*	2
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
3784	Organizational Innovation	3*	3
Elective Seminars: Choose 1 seminar from the following list:			
2057	Marcomm Seminar (E)	2**	2

839	Brandstrom Of Loreal (H)	2*	2
5311	Sales in High-tech (H)	2**	2
3499	Data driven marketing (H)	2*	2
2308	Trends Analysis (H)	2*	2
4976	Practical Digital Marketing (H)	2**	2

Marketing Total credits - 32

Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

H– Hebrew language

E – English language

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

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

2344	Decision Making and Problem Solving	2**	2
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Third Year / Business Administration Specialization in Finance

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

Finance Total credits: 29

Fall Semester Course *

Spring Semester Course **

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

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

Third Year / Business Administration
Specialization in Digital Innovation Mandatory Courses

Course Code	Course Name	Lecture Hours	Total Credits
3397	Adoption processes of Digital Products	2*	2
4988	Data Analytics	3*	3
4991	Mobile Apps Development	3*	3
4993	Databases and SQL	4*	4
3885	Mental Toughness Theories and Tools	2*	2
4987	Developing Internet Based Digital Products	3**	3
4989	Advanced Topics in Data Science	3**	3
4990	Digital Product Seminar	3**	3

4992	Advanced Topics in Apps Innovations	3**	3
Digital Innovation Total credits: 29			

Fall Semester Course *

Spring Semester Course **

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

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

Fall Semester Course *

Spring Semester Course **

Introduction

Double Major B.A in Business Administration and Economics

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

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

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

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

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

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

First Year /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**	2 no credit	4
9007	Mathematics I for Economics	4*		4
9009	Statistics I for Economics	5*	2	5
9682	Principles of Micro Economics	3*	2	3
5251	Excel for Economics	1*		1
9008	Mathematics II for Economics	4**		4
9010	Statistics II for Economics	4**	1	4
9683	Microeconomics I: consumers and firms' behavior under perfect competition	4**	2	4
9684	Principles of Macro Economics	2**	2	2
4415	Introduction to R	2**	1	2
Total credits:				39

Second Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5044	Advanced Data Analysis for Economists	2**		2
2362	Organizational Management	4*		4
50	Fundamentals of Accounting	3*	1	4
3825	Digital Marketing Tools	4*		4
61	Investment Theory	4**		4
5267	Business Entrepreneurship	3**		3
3059	Microeconomics II :Consumers and Firms Behavior Under Perfect Competition	4*	2	4
6827	Intermediate Macroeconomics: growth and business cycles analysis	4*	2	4
9022	Introduction to Econometrics	4*	2	4
6828	Intermediate Macroeconomics: micro-foundations of macro models, aggregate labor market, and fiscal policy	4**	2	4
9023	Econometrics 1	4**		4
5076	Microeconomics III :consumers and firms behavior under perfect competition	4**	2	4
Choose one of the following courses:				
2304	Quantitative methods in finance	4**		4
2321	Marketing Research	4*		4

Total credits: 49
*** Fall Semester Course**
**** Spring Semester Course**
***** Year-Long Course**

Third Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
1 of the next 2 seminars:				
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
3054	Advanced Topics in Corporate Finance	2*		2
5080	Business Data Analysis	4**		4
481	Leadership In Organization	2*		2
401	Financial Risk Management	2**		2
9931	Academic Literacy Workshop	1*		1
3056	Company Valuations and financial statement Analysis	2**		2
	*This course is relevant only for students who choose the finance seminar.			

9078	Applied Economics	3*		3
9044	Writing Economic Policy Papers	2**		3
3437	Data bases with sql	3**	1	4
Total credits:				35

Fall Semester Course *

Spring Semester Course **

Year-Long Course ***

Exam Schedule

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

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