

**Arison School of Business**

# **BA in Business Administration**

# **Double Major BA in Business and Economics**

**Prof. Niron Hashai**  
Dean

**Dr. Yaron Timmor**  
Associate Dean

**Ms. Shlomit Stern (Hazan)**  
Head of Student Administration

**Ms. Riki Vanunu**  
Executive Administrator

**Ms. Teri Fabian**  
Academic Coordinator

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 Grinshtein**

The specialization in finance prepares students to succeed in lucrative positions at financial institutions, such as banks and insurance 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.

## **Specialization in Digital Innovation**

The world we live in is undergoing a digital transformation that significantly influences the business world. As any other revolution, the digital revolution is creating new business opportunities as well as challenges the existing business models. As a result, all major companies are establishing digital transformation departments that will define the digital road-map for the organization, and will lead the transformation of the organization into the digital world .

The specialization prepares students to succeed in lucrative positions in these digital transformation departments as well as in sales, marketing and customer management positions in high-tech companies) serving as, business developers, product managers, project managers, sales engineers, account executives etc .(.

The program balances between theoretical foundations and practical courses, and includes courses on modern information technology, data-analytics and cyber ,digital marketing and social networks, product management and business innovation. Students apply all the knowledge they acquire to a final project in which they develop a complete business plan to a digital business from the idea phase including market analysis, requirement specification, architecture ,R&D plan, marketing plan, and financial analysis.

# Program of Studies

## First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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### Mandatory Courses

#### Fall Semester Courses

709	<b>Advanced English I</b> Ms. Louise Klaf	4		0		Exam
10	<b>Mathematics I</b> Mr. Hever Schulberg	4	1 no credit	4		Exam
2316	<b>Statistics I</b> Mr. Hever Schulberg	5	1	6		Exam
2235	<b>Management Skills</b> Dr. Tal Katz-Navon	3		3		Exam
2194	<b>Business Economics</b> Dr. Alon Cohen	4		4		Exam

#### Spring Semester Courses

710	<b>Business- Advanced English II</b> Ms. Louise Klaf	4		2	709	Exam
11	<b>Mathematics II</b> Mr. Hever Schulberg	3	1 no credit	3		Exam
42	<b>Fundamentals of Finance</b> Mr. Erez Levy	4	1 no credit	4		Exam
43	<b>Principles of Marketing Management</b> Dr. Gvili Yaniv	4		4		Exam
2341	<b>Statistics II</b> Mr. Hever Schulberg	5		5		Exam
2338	<b>Digital Innovation</b> Mr. Miller Moshe	3		3		Paper

**Total Semester Hours** 36

**General Studies-** In addition to the mandatory courses, all Business Administration students are required to take six additional credits of general courses during the course of their studies.

**Second Year / Business Administration**

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Mandatory Courses</b>						
<b>Fall Semester Courses</b>						
2362	<b>Organizational Management</b> Dr. Ofira Shraga	4		4		Exam
50	<b>Fundamentals of Accounting</b> Dr. Ron Lazer	3	1	4		Exam
2364	<b>Data Analysis for Business</b> Mr. Israel Dac	4		4		Exam
2363	<b>Business Economics Macro</b> Mr. Ido Isdorfer	4		4	2194	Exam
<b>Spring Semester Courses</b>						
90	<b>Critical Thinking</b> TBA	2		2		Exam
3205	<b>Business Ethics</b> Dr. Yulia Shamir	2		2		Paper
2150	<b>Entrepreneurship and Business Management</b> Dr. Mariana Samueluv	3		3		Paper
2234	<b>Business Law</b> Adv. Joel Slawotsky	4		4		Exam

## Finance Specialization Mandatory Courses

### Fall Semester Course

61	<b>Investment Theory<sup>1</sup></b> Dr. Yael Eisenthal	4	1	4	42	Exam
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### Spring Semester Course

2304	<b>Quantitative methods in finance</b> Mr. Rotem Nitzan	4		4	42 10, 2316	Exam
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## Marketing Specialization Mandatory Courses

### Spring Semester Course

2482	<b>Advanced digital marketing tools</b> Mr. Yanay Sela	4		4	43	Paper
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### Year-Long Course

2321	<b>Marketing Research</b> Ms. Dena Yadin	4		4	42 10, 2316	Paper
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## Specialization in Digital Innovation Mandatory Courses

### Year-Long Course

2365	<b>Introduction to Digital Technology</b> Dr. David Movshovitz	4		4		Exam
2369	<b>UX and Product Management</b> Mr. Ofer Shani	2		2		Paper

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

**Fall Semester Course**

2367	<b>Slected Topics in Digital Innovation</b> Mr. Moshik Miller	2	2	Paper
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**Spring Semester Course**

2366	<b>Introduction to Data Science</b> Dr. Eran Sheriff	2	2	Paper
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2370	<b>Introduction to Programming</b> Mr. Moshik Miller	2	2	Paper
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<b>Marketing Total Semester Hours</b>	<b>35</b>
<b>Finance Total Semester Hours</b>	<b>35</b>
<b>Digital Innovation Total Semester Hours</b>	<b>39</b>

**General Studies** - In addition to the mandatory courses, all Business Administration students are required to take six additional credits of general courses during the course of their studies.



## Third Year / Business Administration Specialization in Marketing

1. A passing grade in Principles of Marketing Management (course code 43) is a prerequisite for a specialization in Marketing.
2. Students who have not yet completed 1st year math, statistics and economics mandatory courses<sup>1</sup> will not be permitted to start the specialization in their 3rd year.
3. General Studies - In addition to the mandatory courses, all Business Administration students are required to take 6 credits of general courses during the course of their studies.

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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### Mandatory Courses

#### Year-long Course

2342	<b>Seminar: Marketing Project</b> Dr. Ofer Zelermayer	6	6	43 710	Project
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#### Fall Semester Courses

3099	<b>The new consumer</b> Dr. Rinat Satchi	2	2		Exam
2204	<b>Non-Conventional and Creative Marketing</b> Dr. Sivan Ben-Horin	2	2	43	Paper
2319	<b>Customer Management in the Information Era</b> Mr. Ori Rosen	2	2		Paper
1000	<b>Strategic Management</b> Dr. Yair Friedman	3	3		Exam
2653	<b>Entrepreneurial Innovation</b> Ms. Shiri Carmieli	3	3		Paper
3051	Integrated Marketing Communications Dr. Rinat Satchi	2	2		Exam

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<sup>1</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

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**Spring Semester Course**

3334	<b>Branding Strategy</b> Ms. Osnat Cottan Nir	2	2		Paper
2415	<b>Global Marketing</b> Mr. Michael Gally	3	3		Exam
2654	<b>Navigating in the High Tech sector</b> Ms. Lisyah Bahar- Manoha	3	3		Paper
3469	<b>Product Management and New Product Development</b> Mr. Yehudi Lipman	2	2		Exam

**Marketing Elective Seminar**

**Choose one Seminar from the following list:**

**Fall Semester Courses**

839	<b>Brandstrom Of Loreal</b> Dr. Talia Rimmon	2	2	710 43	Paper
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**Spring Semester Course**

2057	<b>Marcomm Seminar</b> Dr. Ofer Zellermyer	2	2	710 43	Paper
839	<b>Brandstrom Of Loreal</b> Dr. Talia Rimmon	2	2	710 43	Paper

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

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Courses</b>					
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam
3491	<b>Introduction to Python</b> Mr. Moshik Miller	2	2		Paper
2297	<b>Regional Business Development Project</b> Mr. Michael Silberg	2	2		Paper
3637	Leaving your personal mark in the business world Dr. Orit Wolf	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> ▪ Dr. Ofira Shraga	2	2	2362	Paper
158	<b>Simulation Games and Negotiation Processes</b> ▪ Dr. Chanan Goldschmidt	2	2		Paper
2344	<b>Decision Making and Problem Solving</b> Dr. Eyal soulganic	2	2		Exam
3047	<b>Management skills of the 21 century</b> Ms. Sharon Bar Sakay	2	2		Paper
#	Finance elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).				
▪	Intensive course. Attendance is mandatory.				
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## Third Year / Business Administration Specialization in Finance

1. Passing grades in Fundamentals of Finance (course code 42) and Investment Theory (course code 61) are prerequisites for a specialization in Finance.
2. Additionally, students who have not yet completed 1st year math, statistics and economics mandatory courses<sup>3</sup> will not be permitted to start the specialization in their 3rd year.
3. General Studies - In addition to the mandatory courses, all Business Administration students are required to take six credits of general courses during the course of their studies.

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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### Mandatory Seminar

#### Year-long Course

2068	<b>Finance Seminar</b> Prof. Amir Rubin Dr. Doron Israeli	4	4	710	Paper
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### Mandatory Courses

#### Fall Semester Course

3052	Fixed Income Securities Dr. Yael Eisenthal	2	2		Exam
248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2	2	61	Exam
1000	Strategic Management Dr. Yair Friedman	3	3		Exam
2653	Entrepreneurial Innovation Dr. Shai Harel	3	3		Paper
3053	International Finance Dr. Akiva Shtranberg	2	2		Exam
3054	Advanced Topics in Corporate Finance Dr. Erez Levi	2	2		Paper

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<sup>3</sup> Math I + II  
Statistics I+ II  
Micro and Macro Economics

**Spring Semester Course**

2216	<b>International Risk Management</b> Mr. Tal Mofkadi	2	2	61	Exam
3056	<b>Company Valuations and financial statement Analysis</b> Mr. Levkovich Udi	2	2		Exam
2353	<b>Financial modeling</b> Mr. Shlomi Ben-Yehuda	2	2		Exam
2654	<b>Navigating in the High Tech sector</b> Ms. Lysia Bahar Manoah	3	3		Paper
3055	<b>Fintech Workshop</b> Prof. Manla Assaf	4	4		Paper

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

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
<b>Fall Semester Course</b>					
2021	<b>Marketing In The Far East</b> Dr. Ron Berger	2	2		Exam
3491	<b>Introduction to Python</b> Mr. Moshik Miller	2	2		Paper
2297	<b>Regional Business Development Project</b> Mr. Michael Silberg	2	2		Paper
3637	Leaving your personal mark in the business world Dr. Orit Wolf	2	2		Paper
<b>Spring Semester Course</b>					
714	<b>Team Management and Development</b> Dr. Ofira Shraga	2	2	2362	Exam
158	<b>Simulation Games and Negotiation Processes</b> Dr. Chanan Goldschmidt	2	2		Paper
2344	<b>Decision Making and Problem Solving</b> Dr. Eyal soulganic	2	2		Exam
3047	<b>Management skills of the 21 century</b> Ms. Sharon Bar Sakay	2	2		Paper

**Third Year / Business Administration**  
**Specialization in Digital Innovation Mandatory Courses**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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### Mandatory Courses

#### Year long course

3347	<b>Digital Product Architecture and Design</b> Dr. David Movshovich	4	4	2365	Paper
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#### Fall Semester Courses

1000	<b>Strategic Management</b> Dr. Yair Friedman	3	3		Exam
3397	<b>Adoption processes of Digital Products</b> Mr. Goldenberg Jacob	2	2		Paper
2660	<b>Digital Product Characterization</b> Dr. Yiftach Nagar	2	2	Introduction to Digital Technology	Paper
3342	<b>Advanced Topics in Data Science</b> TBA	4	4	Introduction to Digital Technology	Exam
2325	<b>Creativity and Innovation in Marketing</b> Mr. Yanai Sela	2	2		Paper

#### Spring Semester Course

2662	<b>Digital Product Development</b> Mr. Elad Vardi	2	2	Introduction to Digital Technology Digital Product Design	Exam
3050	<b>Digital Product Seminar</b> Ms. Daniela Perlstein	2	2	Introduction to Data Science	Paper
2667	<b>Customer monetization</b> Ms. Yael Shani Feinstein	2	2		Paper

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2654	<b>Navigating in the High Tech sector</b> Ms. Lysia Bahar Manoah	3	3	Paper
3342	<b>Advanced Topics in Data Science</b> TBA	4	4	Exam

### Business Administration Elective Courses#

**Choose 10 credits from the following list of courses:**

Course Code	Course Name	Lecture Hours	Total Credits	Prerequisites	Final Course Assignment
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**Fall Semester Course**

2021	<b>Marketing In The Far East</b> Dr. Ron Berger					2
3491	<b>Introduction to Python</b> Mr. Moshik Miller	2	2		Paper	
2297	<b>Regional Business Development Project</b> Mr. Michael Silberg	2	2		Paper	
3637	Leaving your personal mark in the business world Dr. Orit Wolf	2	2		Paper	

**Spring Semester Course**

714	<b>Team Management and Development</b> Dr. Ofira Shraga	2	2	2362	Paper	
158	<b>Simulation Games and Negotiation Processes</b> Dr. Chanan Goldschmidt	2	2		Paper	
2344	<b>Decision Making and Problem Solving</b> Dr. Eyal soulganic	2	2		Exam	
3047	<b>Management skills of the 21 century</b> Ms. Sharon Bar Sakay	2	2		Paper	



## **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	Prerequisites	Final Course Assignment
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### Business Administration Mandatory Courses

#### Fall Semester Courses

709	<b>Advanced English I</b> Ms. Orit Symon	4		0		Exam
43	<b>Principles of Marketing Management</b> Dr. Yaniv Gvili	4		4		Exam

#### Spring Semester Courses

710	<b>Advanced English II</b> Ms. Yohana Levy	4		2	<b>Advanced English I</b>	Exam
42	<b>Fundamentals of Finance</b> Mr. Erez Levy	4	1 no credit	4		Exam

### Economics Mandatory Courses

#### Fall Semester Courses

9007	<b>Mathematics I for Economics</b> Mr. Hever Schulberg	4		4		Exam
9009	<b>Statistics I for Economics</b> Mr. Jonathan Zuari	5		5		Exam
9682	<b>Principles of Micro Economics</b> Dr. Yael Hadass	3	2	3		Exam
9076	<b>Excel for Economics</b> Ms. Liat Erel	1		0		Exam

#### Spring Semester Courses

9008	<b>Mathematics II for Economics</b> Mr. Hever Schulberg	4		4	9007	Exam
9010	<b>Statistics II for Economics</b> Mr. Jonathan Zuari	4		4	9009	Exam
9683	<b>Microeconomics I: consumers and firms' behavior under perfect competition</b> Mr. Ido Isdorfer	4	2	3	9115 9007	Exam

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9632	<b>Course R</b> Dr. Avichai Lifshitz	2		0		Exam
9684	<b>Principles of Macro Economics</b> Dr. Yael Hadass	2	2	2	9115	Exam
<b>Total Semester Hours</b>				<b>35</b>		

**General Studies** - In addition to the mandatory courses, all Double Major Business Administration and Economics students are required to take 2 additional credits of general courses during the course of their studies.

## Second Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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### Business Administration mandatory Courses

#### YEAR LONG COURSE

2321	Marketing Research Ms. Dina Yadin	4		4		Paper
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#### Fall Semester Courses

2362	Organizational Management Dr. Ofira Shraga	4		4		Exam
50	Fundamentals of Accounting Dr. Ron Lazer	3	1	4		Exam
2482	Advanced digital marketing tools Ms. Perelshtein Daniella	4		4		Paper

#### Spring Semester Courses

61	Investment Theory Prof. Amir Rubin	4	1	4	Fundamentals of Finance	Exam
2150	Entrepreneurship and Business Management Dr. Mariana Samueluv	3		3		Paper
2304	Quantitative methods in finance Dr. Ariel Anati	4		4		Exam

### Economics mandatory courses

#### Fall Semester Courses

3059	Microeconomics II :Consumers and Firms Behavior Under Perfect Competition Dr. Carolina Silva	4	2	4	9115 9008 9009 9010 9012	Exam
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3057	<b>Macroeconomics I</b> Dr. Yaniv Yadid- Levi	4	2	4	9007 9008 9009 9010 9012 9017 9115	Exam
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9022	<b>Introduction to Econometrics</b> Dr. Aluma Dembo	3	1	4	9115 9009 9010 9012 9017	Exam
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**Spring Semester Courses**

3058	<b>Macroeconomics II</b> Dr. Alon Cohen	4	2	4	9007 9008 9009 9010 9012 9017 9115 9020	Exam
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9023	<b>Econometrics 1</b> Dr. Aluma Dembo	2	2	4	9022	Exam
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3060	<b>Microeconomics III :consumers and firms behavior under perfect competition</b> Dr. Carolina Silva	3	2	4	9007 9008 9012 9018	Exam
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3245	<b>introduction to data science with R</b> Dr. Avichai Lifshitz	3	1	3		Exam
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**Total Semester Hours** **45**

**General Studies** - In addition to the mandatory courses, all Double Major Business Administration and Economics students are required to take 2 additional credits of general courses during the course of their studies.

## Third Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits	Prerequisites	Final Course Assignment
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### Business Administration mandatory Courses

#### Mandatory Seminar

##### Year-long Course

2068	<b>Finance Seminar</b> Dr. Israeli Doron	4		4		Paper
2342	Seminar: Marketing Project Dr. Ofer Zelermayer	6	6	Marketing Communication, Business-Advanced English II		project

##### Fall Semester Courses

248	<b>Futures and Options Markets</b> Dr. Yael Eisenthal	2	2	Investment Theory	Exam	248
2332	<b>Corporate Responsibility</b> Dr. Shira Daskal	2		2		Exam
2319	<b>Customer Management in the Information Era</b> Mr. Ori Rozen	2		2		Paper
2353	<b>Financial modeling</b> Mr. Tal Mofkadi	2		2		Exam
3054	<b>Advanced Topics in Corporate Finance</b> TBA	2		2		Paper
303	<b>Pricing Policy</b> Prof. Biyalogorsky Eyal	2		2		Exam
481	<b>Leadership In Organization</b> Dr. Sharon Bar-zakai	2		2		Paper

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**Spring Semester Courses**

401	<b>Financial Risk Management</b> Mr. Leonl Sandler	2	2	Investment Theory	Exam
3056	<b>Company Valuations and financial statement Analysis</b> Dr. Udi Levkovich	2	2	Financial Statements	Exam
2364	<b>Data Analysis for Business</b> Mr. Liat Erel	4	4		Exam

## Economics mandatory courses

### Fall Semester Courses

9078	<b>Applied Economics</b> Dr. Yael Hadass	3		3	Exam
9016	<b>Academic Literacy Workshop</b> Ms. Norma Levkovich	1	0	No credit	Paper

### Spring Semester Courses

9044	<b>Writing Economic Policy Papers</b> Dr. Yael Hadass	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Paper
3437	<b>Data bases with sql</b> Mr. Ori Goldstein	2	2			Paper

**Total Semester Hours** 42

**General Studies** - In addition to the mandatory courses, all Dual Major Business Administration and Economics students are required to take 4 additional credits of general courses during the course of their studies.

## 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).