

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

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, Management and Digital Innovation).

Knowledge clusters descriptions

2nd year clusters

Digital Innovation Fundamentals Cluster

This cluster provides an essential foundation in understanding how digital solutions are conceived, designed, and launched. Students gain hands-on familiarity with the basics of data science while also learning the principles of high-tech product management. Additionally, they develop practical skills in UI/UX design—key for crafting customer-friendly interfaces. Together, these courses set the stage for any future digital innovation or entrepreneurial endeavor.

Finance Fundamentals Cluster

This cluster provides an advanced foundation of the knowledge and skills needed to successfully manage corporate finance and financial investments. The courses in this cluster deepen your knowledge in investment strategies, financial analysis, understanding financial reports and valuation. These courses set the stage for the more advanced materials and application covered in the 3rd year finance related clusters of Financial Markets & investments, and Advanced Tools in Finance.

Entrepreneurship and Business Development Cluster

This 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.

3rd year clusters

Data Analytics Cluster

This cluster focuses on harnessing the power of data to drive business insights and decisions. Students learn how to design and manage databases using SQL, explore data analysis techniques, and dive into advanced Data Science concepts such as machine learning and text analytics. By the end of these courses, participants can transform raw information into actionable strategies and confidently tackle data-driven challenges. Prerequisite: Digital Innovation fundamentals cluster.

Digital Product Development Cluster

This cluster empowers students to build real-world digital products—from initial prototypes to fully functional solutions. Through courses covering mobile app creation, advanced innovation strategies, and AI-driven MVP development, learners acquire both the technical and conceptual tools to iterate quickly and effectively. By applying industry-relevant practices, students emerge ready to spearhead the creation and launch of cutting-edge digital products. Prerequisite: Digital Innovation fundamentals cluster.

Marketing Strategy Cluster

In this 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.

Financial Markets & Investments Cluster

This Markets cluster focuses on equipping you with in-depth knowledge and skills related to financial markets and investment management. 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.

Advanced Tools in Finance Cluster

This cluster focuses on deepening your knowledge and abilities with advanced tools of financial analysis. These include the use of machine learning techniques for investment decisions, big data techniques for credit risk assessment, blockchain technologies, etc. The focus is on gaining hands-on experience in cutting-edge financial technologies.

Management and Leadership Cluster

This cluster equips students with essential leadership and interpersonal skills to effectively manage teams and drive organizational success. Through courses and workshops in leadership, team management, negotiation skills, and innovation management, students develop practical tools for managing people and processes, as for example, motivating others, managing conflicts, and fostering collaboration. Ideal for students looking to enhance their ability to lead in dynamic work environments, whether in corporate, entrepreneurial, or nonprofit settings.

Practicum

The practicum is an internship program 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 apply the material you learned in class and gain practical work experience in your field of specialization.

Participation in the practicum is conditional on passing addition screening during your course of study.

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.

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.

First-year students in the RRIS international programs will be required to complete the DNA course on Zionism during their first year of studies.

Program of Studies

First Year / Business Administration

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
709	Advanced English I	4*		
710	Business- Advanced English II	4**		2
2221	Mathematics I	4*		4
5706	Statistics: Fundamentals	4*		4
5695	Management Skills : Introduction to Excel	1**		1
6290	Management Skills : Presentation	1**		1
2194	Business Economics	4*		4
42	Fundamentals of Finance	4**	2	5
43	Principles of Marketing Management	4**		4
5707	Statistics: Regression and Relationships between Variables	4**		4

2362	Organizational Management	4*	4
2234	Business Law	4*	4
4995	Python Programming	4**	4
6953	Modern Zionism in Light of the Declaration of Independence	1**	1

Total Credits: 41

Fall Semester Course * | Spring Semester Course ** | Year-Long Course ***

Second Year / Business Administration

Required courses across all specializations:

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
50	Fundamentals of Accounting	4*		4
90	Critical Thinking	2*		2
2332	Corporate Responsibility	2*		2
2362	Organizational Management	4**		4
2363	Business Economics Macro	4*		4
4995	Python Programming	4*		4

Total Credits: 20

In addition, students at the Arison School of Business are required to take general elective courses totaling 6 credits during their degree studies.

The list of general courses appears on the website in a separate file titled "The Unit for General Studies," and students can register for them through the "Personal Portal" during the add/drop period.

Students are also allowed to take courses in this category from the full range of courses offered on campus, subject to availability and fulfillment of prerequisites. Please note that registration for these courses must be done by submitting a request to the Student Administration Office during the first week of the semester.

Selection of 2 clusters out of 3 is required:**Finance Base Cluster (code 2501):**

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
61	Investment Theory	4*		4
2304	Quantitative Methods in Finance	4**		4
3056	Company Valuations and Financial Statement Analysis	2**		2
				Total Credits: 10

Digital Innovation Cluster (code 2502):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5513	Introduction to Data Science	4**		4
5517	High Tech Product Management	2*		2
5519	UI / UX - Designing Digital Products	4**		4
				Total Credits: 10

Entrepreneurship and Business Development (code 2503):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5388	Business Entrepreneurship	2*		2
5390	Business Strategy	4**		4
5404	Navigating in the High Tech Sector	4**		4
				Total Credits: 10

Third Year / Business Administration

Selection of 3 clusters out of 6 is required:

Data Analytics Cluster (code 2504):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5756	Databases and SQL	2*		2
5758	Advanced Data Analytics	4*		4
5826	AI Agents	4**		4
				Total Credits: 10

Digital Product Development Cluster (code 2505):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5762	Vide Coding	4**		4
5763	AI Automation	2*		2
5764	Mobile Apps Development	4*		4
				Total Credits: 10

Marketing Strategy Cluster (code 2506):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
2342	Seminar: Marketing Project	6		6
3334	Branding Strategy	2**		2
3469	Product Management and New Product Development	2**		2
				Total Credits: 10

Financial Markets & Investments Cluster (code 2508):

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
248	Future and Options Markets	2*		2
3052	Fixed Income Securities	2*		2
3054	Advanced Topics in Corporate Finance	2*		2
2216	International Risk Management	2**		2
3053	International Finance	2**		2

Total Credits: 10**Advanced Tools in Finance Cluster (code 2509):**

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
2068	Finance Seminar	4		4
2353	Financial Modeling	2*		2
5808	Fintech and Data Science Workshop	4**		4
6259	Private Capital Seminar	4**		4

Total Credits: 14**Management and Leadership Cluster (code 2510):**

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
5726	Organizational Innovation	2*		2
481	Leadership In Organization	2**		2
3080	Management Skills in the 21st Century	2**		2
6284	Simulation Games and Negotiation Processes	2**		2
6285	Team Management and Development	2**		2

Total Credits: 10

Third Year / Business Administration
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
3886	Blockchain, Cryptocurrencies and NFT	2**	2
2344	Decision Making and Problem Solving	2**	2

Total Credits: 6

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.

DNA Course

First-year students in the RRIS international programs will be required to complete the DNA course on Zionism during their first year of studies.

First Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
709	Business English Advanced A	4*		
710	Business English Advanced B	4**		2
43	Principles of Marketing Management	4*		4
42	Fundamentals of Finance	4**	2	5
5364	Business Data Analysis	4*		4
9009	Statistics I for Economics	4*	1	5
6953	Modern Zionism in Light of the Declaration of Independence	1**		1

Economics:

5326	Principles of Microeconomics	4*	1	4
4415	Introduction to R	2**	1	2
9007	Mathematics I for Economics	4*		4
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	5
9684	Principles of Macroeconomics	2**	2	3

Total credits: 47

* Fall Semester Course

** Spring Semester Course

*** Year-Long Course

Second Year /Double Major Business Administration and Economics

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credits
50	Fundamentals of Accounting	4*		4
3825	Digital Marketing Tools	4**		4
61	Investment Theory	4**		4
5267	Business Entrepreneurship	3**		3
<u>Economics:</u>				
3059	Microeconomics II: Consumers and Firms Behavior Under Perfect Competition	4*	2	5
5076	Microeconomics III: Consumers and firms' behavior under perfect competition	4**	2	5
6827	Intermediate Macroeconomics: growth and business cycles analysis	4*	2	5
9022	Introduction to Econometrics	4*	2	4
6828	Intermediate Macroeconomics: Micro-foundations of macro models, aggregate labor market, and fiscal policy	4**	2	5
9023	Econometrics 1	4**	1	4
Choose between finance and marketing courses:				
2304	Quantitative Methods in Finance	4**		4
2321	Marketing Research	4*		4
3056	Company Valuations and Financial Statement Analysis	2**		2
	*This course is relevant only for students who choose the Finance Seminar.			

Total credits: 53

* 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
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1 of the next 2 seminars:

2068	Finance Seminar	4***		4
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2342	Seminar: Marketing Project	6***		6
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6259	Private Capital Seminar	4**		4
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***This seminar is only valid for students from the students exchange program.**

248	Futures and Options Markets	2*		2
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2332	Corporate Responsibility	2*		2
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2319	Customer Management in the Information Era	2*		2
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3054	Advanced Topics in Corporate Finance	2*		2
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481	Leadership In Organization	2*		2
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401	Financial Risk Management	2**		2
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3056	Company Valuations and financial statement Analysis	2**		2
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***This course is relevant only for students who choose the Finance Seminar.**

2362	Business Economics Macro	4**		4
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Economics:

5386	Applied Economics	4**		4
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5693	Experiments and Behavioral Economics	2**		2
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Total credits:

38

* **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).