RAPHAEL RECANATI INTERNATIONAL SCHOOL
REICHMAN UNIVERSITY

LIVE IN ISRAEL, STUDY IN ENGLISH

UNDERGRADUATE DEGREE PROGRAMS
2021-2022

Reichman University
Raphael Recanati International School
CONTENTS

PROF. URIEL REICHMAN  President and Founder, Reichman University  5

RAPHAEL RECANATI  6

OUDI RECANATI  Chancellor, Reichman University  6

JONATHAN DAVIS  Vice President for External Relations | Head, Raphael Recanati International School  7

REICHMAN UNIVERSITY  8

RAPHAEL RECANATI INTERNATIONAL SCHOOL  12

ARISON SCHOOL OF BUSINESS  30

TIOMKIN SCHOOL OF ECONOMICS  38

ADELSON SCHOOL OF ENTREPRENEURSHIP  44

EFI ARAZI SCHOOL OF COMPUTER SCIENCE  52

SAMMY OFER SCHOOL OF COMMUNICATIONS  60

LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY  72

SCHOOL OF SUSTAINABILITY Founded by Israel Corp., ICL & ORL  82

BARUCH IVCHER SCHOOL OF PSYCHOLOGY  88

RAPHAEL RECANATI INTERNATIONAL SCHOOL STAFF  96

APPLICATION AND ADMISSIONS  98

TUITION & EXPENSES  100

FINANCIAL AID  102

ACADEMIC SCHEDULE  104
REICHMAN UNIVERSITY

REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL

FAST FACTS

Over 27,000 graduates worldwide

Over 30 research institutes at Reichman University

Over 2,000 Raphael Recanati International School students from over 90 countries make up 1/3 of the Reichman University student body

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

On the way to becoming Israel’s first private university

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

http://1062fm.co.il/en

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

Over 300 Lone Soldiers studying for full degrees

Over 2,000

Over 30

Over 27,000

Over

Over

Over

Over

Over

Over

Over

On the way to

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

On the way to becoming
Israel’s first private university

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

http://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
“THE UNIVERSITY OF THE FUTURE, as we see it, must prepare its students for a constantly changing world, by being skillfully able to innovate, dare, and initiate.”
Since its establishment in 1994 as Israel’s first private, non-profit institution of higher education, Reichman University has spearheaded a pioneering and innovative approach to interdisciplinary higher education.

27 years later we were authorized to offer PhD programs in Law, Psychology, and Computer Science. This significant step cements our position as Israel’s first private university.

From the very beginning, Reichman University has been committed to educating future leaders. The myriad of graduates who have established themselves in professional, business, and public service roles are proof of our success.

Our mission is to prepare our students to face the challenges of the twenty-first century within Israel and around the globe, using academic scholarship and innovation, alongside practical know-how.

Reichman University was established as an independent institution for the public good. In this spirit, and given the creativity and independence of our students, we believe in you, in your personal success and unique abilities, and we’re convinced that your contributions in the real world will be distinct and important.

The “university of the future,” as we see it, must prepare its students for a constantly changing world, by being skillfully able to innovate, dare, and initiate.

We invite you to join us at Reichman University, where you can realize your potential and aspirations, while committing yourself to the essential values of social responsibility.

I wish you a successful academic year.

Prof. Uriel Reichman
President and Founder,
Reichman University
At the beginning of the academic year I am always amazed to see our freshman students, who hail from 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.
AN INVITATION
FROM THE HEAD
OF THE SCHOOL

JONATHAN DAVIS
VICE PRESIDENT FOR EXTERNAL RELATIONS
HEAD, RAPHAEL RECANATI INTERNATIONAL SCHOOL

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 over 2,000 students from 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 has now been granted permission to award PhD degrees, making it on its way to becoming Israel’s first private university. We take 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 on 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.”
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

Reichman University students have the option of enjoying a high standard of living in 500 fully-equipped residential units, located in two twelve-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 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 e-mail inviting them to register for the dorms. The e-mail will require them to fill out an initial questionnaire and pay a $75 USD registration fee.

Please e-mail any questions about the dorms to: dorms@idc.ac.il

For more information www.herzliya.muni.il
RESEARCH INSTITUTES & LEARNING CENTERS

Center for Cryptographic Research
http://factcenter.org/

The Abba Eban Institute for International Diplomacy
https://goo.gl/XeoFUj

Sagol Center for Brain and Mind
http://www.sagolcenter.org.il/?lang=en

Emotion in Conflict Lab
http://www.eranhalperin.com/

Power and Social Change Lab
https://www.saguylab.com/

Sexuality in Close Relationships Lab
http://guritslab.wixsite.com/guritbirnbaum

The Cognitive Neuroscience Laboratory
http://cnslabidc.wixsite.com/cnslabidc

Gazit-Globe Real Estate Institute
https://goo.gl/FAETPK

Institute for Counter-Terrorism (ICT)
http://www.ict.org.il/

The Institute for Policy and Strategy (IPS)

Program in Political Psychology & Decision-Making (POP-DM)
https://goo.gl/tUw1Br

The Research Center for Internet Psychology (CIP)

Advanced Reality Lab

Media Innovation Lab (milab)
http://milab.idc.ac.il/

Daniel Pearl International Journalism Institute
http://dpippi.idc.ac.il/en/

Relationship Obsessive Compulsive Disorder (ROCD) Unit
http://rocd.net/

Ziama Arkin Infancy Institute (Hebrew)
http://www.infancy.idc.ac.il/

Zvi Meitar Emerging Technologies Program
https://goo.gl/njuCxc

Asper Institute for New Media Diplomacy
https://goo.gl/eLcgi6

Maytiv Center for Positive Psychology
http://maytiv.idc.ac.il/en/

The Aaron Institute for Economic Policy

Deepness Lab
http://www.deepness-lab.org/

American Public Opinion toward Israel (APOI)
https://goo.gl/gJCv6S
The Zell Entrepreneurship Program is a venture creation program for outstanding undergraduate students from all faculties at Reichman University. This unique and innovative program, now in its twentieth year, is funded generously by renowned entrepreneur Sam Zell from Chicago.

The program allows students to develop an idea into a real business venture during the course of an academic year. They do so by utilizing a vast “tool box” gained through advanced academic courses and practical workshops. Students usually work independently in teams, which are guided with the help of industry experts and mentors who accompany them throughout the year.

The culmination of the year-long program is a study trip to the U.S., during which the students have the opportunity to present their ventures to Sam Zell, the generous donor of the program. They also visit leading innovative companies, corporations, and startups. Over the years, alumni of the Zell program have established more than 120 ventures. They employ thousands of workers in Israel and abroad, and have created R&D centers for three global companies. Several have made significant exits. Many Zell alumni are working in key positions throughout the global ecosystem, using the “Zell toolbox” in order to lead the market and make an impact.

www.idc.ac.il/zell
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. This is a joint project between Reichman University and the Israeli American Council that engages in pro-Israeli networking, in an attempt to optimize content creation for target audiences. The students receive a scholarship in return for their work as interns. 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.idc.ac.il/publicdiplomacy

The Argov Fellows Program in Leadership and Diplomacy seeks to prepare exceptional students from all Reichman University schools for future leadership positions related to Israel and the Jewish people. The program is for students in their final year of studies. Through a challenging interdisciplinary curriculum, it strives to teach students the knowledge, tools, and skills necessary to meet the many challenges that Israel faces in today’s complex global environment.

Up to 24 students are accepted each year into the program, which is conducted entirely in English, and combines academic training and practical skills. Its unique curriculum includes courses, seminars, and hands-on workshops taught exclusively to Argov Fellows by leading academic and professional experts from around the world. The students participate in study tours to Europe, the United States, and throughout Israel, with an option for an additional study tour to China or India. The fellowship year concludes with a public presentation of Capstone group policy projects, in which the fellows propose their solutions to major challenges facing Israel and the Jewish people. Upon graduation, fellows receive an invitation to join the Argov Alumni Association.

To date, there are 300 Argov alumni. Many have continued on to prestigious fellowship programs such as Fulbright and Chevening, as well as to graduate programs at leading universities, including Princeton, Harvard, Columbia, Cambridge, and Oxford, and have landed leading positions in the public, private, and nonprofit sectors.

www.idc.ac.il/argov

www.idc.ac.il/publicdiplomacy
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

RAPHAEL RECANATI INTERNATIONAL SCHOOL
<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
<th>Countries and Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTH AMERICA</strong></td>
<td>35%</td>
<td>Barbados 1, Canada 53, USA 634</td>
</tr>
<tr>
<td><strong>LATIN AMERICA</strong></td>
<td>8%</td>
<td>Argentina 12, Brazil 24, Chile 8, Colombia 4, Costa Rica 1, Dominican Republic 1, Ecuador 5, Guatemala 9, Mexico 28, Panama 14, Paraguay 3, Peru 16, Uruguay 10, Venezuela 16</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>48%</td>
<td>RRIS GLOBAL VILLAGE 2020-2021</td>
</tr>
</tbody>
</table>

30% of the student population of Reichman University are international students. RRIS is the largest academic absorption center in Israel.
SOCIAL & CULTURAL LIFE AT REICHHMAN UNIVERSITY

FALL SEMESTER

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

- Ambassadors’ Club Cadets
- 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*

ALL YEAR ACTIVITIES

- Israel Culture Tours
- Kayak Club
- Debate Team
- Shabbat Dinners on Campus and 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
- TrashTag Sustainability Club
- Soccer League
- Slam Poetry
- Regular Gemara and other Shiurim*
- Reichman University Sports Units including 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 $1,200 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 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.
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.

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. The Jewish Agency provides advice and assistance to students considering immigrating to Israel.

See https://www.jewishagency.org/aliyah/ and for North America/UK www.nbn.org.il

Max Hofer, Switzerland
Noah Marks, South Africa
Luciana Kirsm, Argentina
Kineret Benjamin, Venezuela
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 using Hebrew.

In addition, Reichman University offers a six-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 six 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 prior to the beginning of the academic year, designed to teach new students various skills that will be necessary to succeed in their studies.

Students who are enrolled in the following programs are required to complete a preparatory course in mathematics: Business Administration, Business & Economics, Entrepreneurship & Business, Computer Science, and Entrepreneurship & Computer Science.

Students who are enrolled in the Computer Science or the Entrepreneurship & Computer Science programs are required to complete a preparatory course in computer programming as well.

Students for whom English is a second language, or who studied at a high school at which English was not the primary language of instruction, must take an English preparatory course, unless they earn the minimum required grade on one of the following English proficiency examinations: TOEFL (Test of English as a Foreign Language), IELTS (International English Language Testing System), PEARSON (Language Test), Cambridge English Assessment (CAE or CPE), or the Israeli Psychometric/Amiram.
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 creates 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.idc.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.

PSYCHOLOGICAL 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.idc.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

www.idc.ac.il/eng/ssc
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 at Reichman University from these universities.

*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), 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:

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Washington University</td>
<td>USA</td>
</tr>
<tr>
<td>Syracuse University, Newhouse School of Public Communications</td>
<td>USA</td>
</tr>
<tr>
<td>Emory University</td>
<td>USA</td>
</tr>
<tr>
<td>University of California, Berkeley</td>
<td>USA</td>
</tr>
<tr>
<td>University of Southern California (USC)</td>
<td>USA</td>
</tr>
<tr>
<td>Washington University in St. Louis</td>
<td>USA</td>
</tr>
<tr>
<td>Pace University</td>
<td>USA</td>
</tr>
<tr>
<td>University of Ottawa</td>
<td>Canada</td>
</tr>
<tr>
<td>HWR Berlin (Berlin School of Economics)</td>
<td>Germany</td>
</tr>
<tr>
<td>Ludwig Maximilian University of Munich (LMU)</td>
<td>Germany</td>
</tr>
<tr>
<td>University of Mannheim</td>
<td>Germany</td>
</tr>
<tr>
<td>Vienna University of Economics and Business</td>
<td>Austria</td>
</tr>
<tr>
<td>Zurich University of Applied Sciences (ZHAW)</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Sciences Po Paris</td>
<td>France</td>
</tr>
<tr>
<td>Universite Paris-Dauphine</td>
<td>France</td>
</tr>
<tr>
<td>University of Leeds</td>
<td>UK</td>
</tr>
<tr>
<td>University of Birmingham</td>
<td>UK</td>
</tr>
<tr>
<td>Universidade Nova de Lisboa</td>
<td>Portugal</td>
</tr>
<tr>
<td>(Nova School of Business &amp; Economics)</td>
<td></td>
</tr>
<tr>
<td>Universitat Pompeu Fabra (UPF)</td>
<td>Spain</td>
</tr>
<tr>
<td>IE Madrid</td>
<td>Spain</td>
</tr>
<tr>
<td>LUISS Guido Carli University of Rome</td>
<td>Italy</td>
</tr>
<tr>
<td>Università Commerciale Luigi Bocconi</td>
<td>Italy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charles University of Prague</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Tilburg University</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Copenhagen Business School (CBS)</td>
<td>Denmark</td>
</tr>
<tr>
<td>Stockholm University</td>
<td>Sweden</td>
</tr>
<tr>
<td>Koc University</td>
<td>Turkey</td>
</tr>
<tr>
<td>Nanyang Technological University</td>
<td>Singapore</td>
</tr>
<tr>
<td>National University of Singapore (NUS)</td>
<td>Singapore</td>
</tr>
<tr>
<td>Singapore Management University (SMU)</td>
<td>Singapore</td>
</tr>
<tr>
<td>Nalsar University of Law</td>
<td>India</td>
</tr>
<tr>
<td>Indian Institute of Technology Madras</td>
<td>India</td>
</tr>
<tr>
<td>City University of Hong Kong</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Peking University</td>
<td>China</td>
</tr>
<tr>
<td>Tsinghua University School of Law, Beijing</td>
<td>China</td>
</tr>
<tr>
<td>Vietnam National University</td>
<td>Vietnam</td>
</tr>
<tr>
<td>FPT University</td>
<td>Vietnam</td>
</tr>
<tr>
<td>National Tsing Hua University</td>
<td>Taiwan</td>
</tr>
<tr>
<td>Colegio de Estudios Superiores de Administración (CESA)</td>
<td>Colombia</td>
</tr>
<tr>
<td>Tecnologico de Monterrey</td>
<td>Mexico</td>
</tr>
<tr>
<td>Pontifica Universidade Catolica do Rio de Janeiro (PUC)</td>
<td>Brazil</td>
</tr>
<tr>
<td>Universidad Del Pacifico</td>
<td>Peru</td>
</tr>
<tr>
<td>University of Montevideo</td>
<td>Uruguay</td>
</tr>
<tr>
<td>Universidad San Francisco de Quito, Galapagos</td>
<td>Ecuador</td>
</tr>
</tbody>
</table>

For a full list of our partner institutions please see: [www.idc.ac.il/en/global/pages/home.aspx](http://www.idc.ac.il/en/global/pages/home.aspx)
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 27,000 alumni, with 1,800 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@idc.ac.il
- www.facebook.com/IDCAlumniAssociation
- www.linkedin.com/in/idc-alumni-association
- www.instagram.com/idc_alumni

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.

- **Placement and Career**
  Identifying jobs and making them accessible to alumni, providing employment-related tools and personal consultations.
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 at leading graduate programs around the world, in major law firms, high-tech companies, investment houses, international consulting companies, the Israeli Knesset, Israeli government agencies, and other prestigious organizations. Many alumni have used the entrepreneurial training they received at Reichman University to successfully launch their own businesses or initiatives in the private and public sectors.

Selected Graduate Schools
Reichman University Alumni Attend

- 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
“Studying at the RRIS helped me get a better understanding of cultures, political systems, and financial/business strategies.

I made great connections and had inspiring teachers. Reichman University & RRIS pushed me and gave me the tailwind I needed to succeed in establishing my initiatives (Atid Plus, Ludus) during my studies.”

Daniel Kovler
Senior Advisor to the 34th Government; Founder, Atid Plus; CEO, Ludus Technologies
BA Government, 2016
England

“Reichman University’s RRIS gave me the best foundation for an international career, as well as a solid base to build my professional network in Israel and globally.

Its interdisciplinary offerings and practical attitude towards entrepreneurship have helped me build my skill set so that I could strive in the fast-paced, technology-driven business world.”

Janina Ganor Lax
Google Cloud Business Manager, Google
BA Business Administration, 2011
Germany

“Studying Business and Economics at Reichman University opened many doors for me upon graduation. The high standard of academia, along with the extracurricular activities that were on offer, allowed me to stand out from other candidates on the employment market.

Both on a professional and personal level, Reichman University was a great decision.”

Sara Wahlhaus
Economic Analyst, Ernst & Young
BA Business and Economics, 2019
Australia
Over 27,000 graduates worldwide

Hadar Tzour
Media Consultant,
Debby Group
BA Communications, 2014
USA

“My studies at Reichman University were truly an interdisciplinary adventure during which I consumed so much knowledge and practical experience in an array of fields. This has enabled me to pursue the concept of ‘diving in’ to my career, allowing me to work with diverse clients from various fields, and to learn fast and adapt quickly.”

Joseph Michael Vardakis
MSc in ACG, Athens, Greece; PhD in Clinical Psychology
BA Psychology, 2015
Greece

“My undergraduate years at Reichman University were unforgettable. I received a high level of academic education that propelled me to continue my career in the field of psychology, met amazing people, and made friends for life.”

Ofir Tayeb
Software Developer,
Check Point Software
BSc Computer Science, 2019
Israel

“Reichman University is the perfect educational package. The combination of high-level studies, a great society, and a new, well-maintained learning environment made me strive for excellence and reach achievements I would not have reached anywhere else. I took part in so many enriching initiatives at Reichman University, from the CO-OP program to hackathons to research projects. These helped advance me and allowed me to go from knowing nothing in Computer Science to working for the world’s leading cyber security company.”
ARISON SCHOOL OF BUSINESS
PROFESSIONALISM, INNOVATION, AND ENTREPRENEURSHIP
THE BUSINESS ARENA IS GOING THROUGH CONTINUOUS TURMOIL DUE TO BIG DATA AND ARTIFICIAL INTELLIGENCE. THIS IS THE REASON WHY OUR PROGRAM IS CONSTANTLY UPDATED - TO REFLECT NEW DEVELOPMENTS IN BUSINESS EDUCATION IN THE GLOBAL ARENA.”

PROF. DOV PEKELMAN
DEAN

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.
SPECIALIZATION IN MARKETING AND ENTREPRENEURSHIP

Dr. Talia Rymon, Head

This specialization provides extensive knowledge about diverse marketing activities: modern marketing in the technological era, customized marketing, and data-driven marketing. The courses are designed to provide theoretical and practical knowledge, and to enable hands-on experience through real-world projects, case study analysis, company visits, and guest lectures by leading marketing and business managers. During their studies, students work on a year-long marketing project and prepare a plan for leading firms, startups, and organizations. They work with marketing managers, marcomm managers, digital managers, product managers, and brand managers, and graduate with the knowledge and skills to work in companies that provide a myriad of marketing services: advertising; public relations; digital marketing; marketing consultancy; and marketing research.

SPECIALIZATION IN DIGITAL INNOVATION

Dr. David Movshovitz, Head

This specialization provides students with in-depth knowledge of the various aspects of the digital transformation taking place in the business world, as well as of new business opportunities created by this transformation. Students will gain knowledge of theoretical principles as well as practical skills. They’ll implement what they’ve learned in a final project - the development of a complete business plan to create a digital business. This includes the idea phase; market analysis; requirement specification; architecture; R&D plan; marketing plan; and financial analysis. Our graduates acquire the skills and knowledge to develop careers in the digital transformation departments that are being established by many companies, or in high-tech companies, where they serve as business development managers, product managers, sales engineers, or account executives.

SPECIALIZATION IN FINANCE AND ENTREPRENEURSHIP

Prof. Jacob Boudukh, Head

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. 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 provides the right balance between theoretical foundations and practical courses, and teaches students how to obtain and manage sources of capital.

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

**ONE-YEAR MBA PROGRAM**

The Arison School of Business is offering a one-year MBA Program focusing 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 projects with the guidance of lecturers and industry managers. 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 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

**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.
YEAR III

FINANCE AND ENTREPRENEURSHIP
- Finance Seminar
- Future and Options Markets
- Financial Risk Management
- Introduction to Project Financing
- Strategic Management
- Entrepreneurial Innovation
- Practicum in Entrepreneurship
- Business Elective Courses
- General Elective Courses
- Fixed Income Securities
- International Finance
- Advanced Topics in Corporate Finance
- Company Valuations and Financial Statement Analysis*
- Fintech Workshop

* Only for those who take the Finance Seminar

MARKETING AND ENTREPRENEURSHIP
- Marketing Project Seminar
- Marketing & Advertising Law
- Consumer Behavior
- Marketing Strategies
- Retail Marketing
- Customer Management in the Digital Era
- Branding Strategy
- Integrated Marketing Communications
- Marketing Seminar (one of the following)
  - Brandstorm of L’Oréal
  - Mercedes Marketing Seminar
  - Mercedes Seminar
  - Marcomm Seminar
  - Film Marketing in the Global Arena Seminar
- Strategic Management
- Entrepreneurial Innovation
- Practicum in Entrepreneurship
- Business Elective Courses
- General Elective Courses

DIGITAL INNOVATION
- Digital Product Seminar
- Social Media Workshop
- Digital Marketing Technologies
- Customer Monetization
- Strategic Management
- Practicum in Entrepreneurship
- Digital Product Development
- Digital Product Characterization
- Digital Marketing Technologies
- Digital Product Architecture and Design
- Advanced Topics in Data Science

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

Prof. Doron Avramov, PhD, Wharton School, 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
Areas of Interest
Pricing, Product & Brand Management, Internet Marketing, Managerial Decision-Making

Prof. Jacob Boudukh, PhD, Stanford University, 1991
Head, Finance Program, Arison School of Business
Areas of Interest
Empirical Asset Pricing, Investments, Derivatives, Risk Management

Prof. Rafi Eldor, PhD, Harvard University, 1982
Areas of Interest
Asset Pricing & Liquidity, Asset Pricing & Terrorism, Hedging & Derivatives, International Economics

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

Dr. Liat Hadar, PhD, Ben-Gurion University of the Negev, 2007
Areas of Interest

Prof. Tal Katz-Navon, PhD, Columbia University, 1999
Areas of Interest
Organizational Behavior, Leadership in Organizations, Team Management & Development, Management Skills

Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997
Areas of Interest
Prof. Varda Liberman, PhD, Tel Aviv University, 1985
Former Vice Dean, Arison School of Business; Head, Judgment and Decision-Making; Director, Mathematical and Statistical Studies
**Areas of Interest**
Probabilistic Judgments; Decision-Making

Prof. Eitan Muller, PhD, Northwestern University, 1977
**Areas of Interest**
New Product Growth, Social Networks, New Product Pricing

Prof. Niron Hashai, PhD, Tel Aviv University, 2002
**Areas of Interest**
Principles of Strategy, Global Business Game, Israel Module, Competitive Strategy for SMEs

Prof. Dov Pekelman, PhD, University of Chicago, 1971
Dean, Arison School of Business; Board of Directors, Reichman University; Chairman, Reichman University Corporation
**Areas of Interest**
Operations Strategy, Management

Dr. Hagit Perry, PhD, University of California, Berkeley, 2016
**Areas of Interest**
Principles of Marketing Management, Principles of Programming & Data Science, Value-Driven Marketing

Dr. Talia Rymon, PhD, University of Pennsylvania, 1993
Head, Marketing Program, Arison School of Business
**Areas of Interest**
Marketing Strategy, Competitive Signaling, Marketing in the Motion Picture Industry, Services Marketing

Prof. Oded Sarig, PhD, University of California, Berkeley, 1983
Former Dean, Arison School of Business; Director, Capital Market, Insurance and Savings Department of the Ministry of Finance
**Area of Interest**
Theoretical & Empirical Dilemmas in Corporate Finance

Prof. Dan Segal, PhD, New York University, 2000
**Areas of Interest**
Earnings Management, Valuation, Effects of Accounting Information on Economic Decisions

Prof. Ron Shachar, PhD, Tel Aviv University, 1992
Former Dean, Arison School of Business
**Areas of Interest**
Advertising & Branding Issues, Strategic & Marketing Related Aspects in the Entertainment Industries and in Political Campaigns

Prof. Shimon Kogan, PhD, University of California, Berkeley, 2005
**Areas of Interest**
Behavioral Finance with Application to Asset Pricing

Dr. Eran Sheriff, PhD, Bar-Ilan University, 1998
Head, Business and Data Analytics Program
**Areas of Interest**
Fundamentals of Programming & the R Language, Foundations of Data Science for Business

CPA Shlomi Shuv, MBA, Ben-Gurion University of the Negev, 1998
Head, Accounting Program; Deputy Dean
**Areas of Interest**
Accounting Theory, Advance Financial Accounting, Analysis & Valuation of Real Estate Companies

Dr. Danna Tevet, PhD, Tel Aviv University, 2016
**Areas of Interest**
Retail Marketing, Marketing Research

Dr. Yaron Timmor, PhD, Tel Aviv University, 2001
Deputy Dean, Arison School of Business
Head, International Program in Business
**Areas of Interest**
Marketing, International Marketing Strategy, Marketing Communications & Services Policy

Dr. Yonat Zwebner, PhD, Hebrew University of Jerusalem, 2017
**Areas of Interest**
Principles of Marketing Management, Consumer Behavior

*Many courses in the program are taught by the faculty members listed above.*
THE DOUBLE MAJOR DEGREE IN BUSINESS ADMINISTRATION AND ECONOMICS PROVIDES STUDENTS WITH THE MOST UP-TO-DATE KNOWLEDGE EXPECTED BY BUSINESS AND GOVERNMENT EMPLOYERS AND BY GRADUATE PROGRAMS WORLDWIDE. WE TEACH STUDENTS HOW MARKETS AND INDIVIDUAL BUSINESSES AND CONSUMERS FORMULATE ACTIONS REGARDING FINANCIAL, PRODUCTION, AND CONSUMPTION DECISIONS. WE TOOL UP OUR STUDENTS WITH KNOWLEDGE OF COMPUTERIZED METHODS USED BY STARTUPS AND LARGE CORPORATIONS IN BOTH HIGH-TECH AND CONVENTIONAL BUSINESSES, WHILE MAKING SURE THAT OUR STUDENTS ALSO EXCEL IN GLOBAL MARKETS.”

JUDY AND AVI TIOMKIN

Judy and Avi Tiomkin are Israeli philanthropists who have worked for many years towards 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.
DOUBLE MAJOR 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.

INTERNERSHIPS

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

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 theoretical foundations in finance, economics, econometrics, and accounting, followed by advanced elective courses in the areas of risk management, portfolio management, international finance, and monetary policy.

The program trains students for such diverse positions as senior economists and analysts in financial institutions and for financial management positions in companies, investment houses, asset management, pension funds, public institutions, regulatory bodies, and more. Our alumni have found work at PayPal, Ernst & Young, Citi, Bloomberg, and many more companies. 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.idc.ac.il/MAFE

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.
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 or 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
- Microsoft Excel

**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
- 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

**Business Administration**
- Fundamentals of Accounting
- Organizational Management
- Quantitative Methods of Finance OR Marketing Research

**SPRING SEMESTER**

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

**Business Administration**
- Investment Theory OR Digital Marketing
- Marketing Communication
- Entrepreneurship & Business Management

### YEAR III

**FALL SEMESTER**

**Economics**
- Applied Economic Policy
- Academic Literacy

**Business Administration**
- Year-long Seminar: Finance or Marketing
- Future & Options Markets
- Pricing Policy
- Leadership in Organization
- Corporate Responsibility
- Company Valuations and Financial Statement Analysis (Only for those who chose the Finance Seminar)
- Advanced Topics in Corporate Finance
- Data Analysis for Business

**SPRING SEMESTER**

**Economics**
- Policy Papers Writing Workshop
- Advanced Microsoft Excel
- General Elective Course

**Business Administration**
- Financial Risk Management
- Introduction to Project Financing
- Digital Marketing
- Customer Management in the Information Era
Prof. Zvi Eckstein, PhD, University of Minnesota, 1981  
Areas of Interest  
Labor Economics, Macroeconomics, Econometrics

Dr. Yael Hadass, PhD, Harvard University, 2004  
Head, 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  
Area of Interest  
Economic Growth & Development

Dr. Carolina Silva, PhD, Yale University, 2009  
Areas of Interest  
Macroeconomics, Labor Economics

Prof. Itzhak Gilboa, PhD, Tel Aviv University, 1987  
Areas of Interest  
Decision Theory, Game Theory, Consumer Theory, Behavioral Economics

Dr. Gilad Aharonovitz, PhD, Tel Aviv University, 2006  
Areas of Interest  
Macroeconomics, Economic Growth, Banking & Finance, Risk Management

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  
Areas of Interest  
Academic Literacy

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

PROF. YAIR TAUMAN
DEAN

Dr. Miriam and Sheldon G. Adelson are entrepreneurs and visionaries who see a vital importance in educating the future generation of social and economic leaders. The Adelson School of Entrepreneurship at Reichman University now joins their Zionist-educational initiatives. The school’s goal is to nurture a new generation of entrepreneurs in Israel and in the world, aiming 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”.

DR. MIRIAM AND SHELDON G. ADELSON
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 or Computer Science. Courses include: Venture Creation; Innovation Within Organizations; Strategic Thinking; Entrepreneurial Verticals; 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.
## ENTREPRENEURSHIP

### YEAR I

**FALL SEMESTER**
- First-Hand Entrepreneurship A
- Computational Thinking and Programming

**SPRING SEMESTER**
- First-Hand Entrepreneurship B
- Data Science & Statistics for the Internet Age
- Presentation Skills Workshop
- Academic and Business Writing Workshop

### YEAR II

**FALL SEMESTER**
- UX & Product Design for Entrepreneurs
- Innovation and Intrapreneurship Within Organizations
- Entrepreneurial Vertical (choose 1 of 3 below)
  - Real Estate Entrepreneurship
  - Social Impact Entrepreneurship
  - Sustainability & Clean-Tech Entrepreneurship

**SPRING SEMESTER**
- Digital Marketing for Entrepreneurs
- Product Management
- Entrepreneurial Vertical (choose 1 of 3 below)
  - Fintech, Blockchain & Data Science Entrepreneurship
  - Internet & New Media Entrepreneurship
  - Biotech & Digital Health Entrepreneurship

### YEAR III

**FALL SEMESTER**
- Venture Creation Capstone Project A
- Entrepreneurial Decision-Making
- Legal, Tax and Finance Aspects of Entrepreneurial Ventures
- Digital Leadership
- Advanced Entrepreneurial Electives:
  - Advanced Programming and Web Applications or Entrepreneurs
  - Advanced Digital Marketing for Entrepreneurs
  - Venture Branding and Storytelling

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

### BUSINESS

### 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 (choose 1 of 2 below)
  - Investment Theory
  - Integrated Marketing Communications

**SPRING SEMESTER**
- Business Economics (Macro)
- Elective (choose 1 of 2 below)
  - Quantitative Methods in Finance
  - Marketing Research

### YEAR III

**FALL SEMESTER**
- Elective (choose 1 of 2 below, year-long courses)
  - 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 or 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
• First-Hand Entrepreneurship A

SPRING SEMESTER
• First-Hand Entrepreneurship B
• Presentation Skills Workshop
• Academic and Business Writing

YEAR II

FALL SEMESTER
• Financial Management & Entrepreneurial Finance
• UX & Product Design for Entrepreneurs
• Innovation and Intrapreneurship Within Organizations
• Entrepreneurial Vertical (choose 1 of 3 below)
  Real Estate Entrepreneurship
  Social Impact Entrepreneurship
  Sustainability & Clean-Tech Entrepreneurship

SPRING SEMESTER
• Digital Marketing for Entrepreneurs
• Product Management for Entrepreneurs
• Data Science and Statistics for the Internet Age
• Elective (choose 1 of 3 below)
  Fintech, Blockchain & Data Science Entrepreneurship
  Internet & New Media Entrepreneurship
  Biotech & Digital Health Entrepreneurship

YEAR III

FALL SEMESTER
• Venture Creation Capstone Project A
• Entrepreneurial Decision-Making
• Legal, Tax and Finance Aspects of Entrepreneurial Ventures
• Digital Leadership
• Advanced Entrepreneurial Elective:
  Advanced Programming and Web Applications or Entrepreneurs
  Advanced Digital Marketing for Entrepreneurs
  Venture Branding and Storytelling

SPRING SEMESTER
• Venture Creation Capstone Project B
• Dealing and Coping with Failure workshop
• Ethics for Entrepreneurs Workshop
• Advanced Entrepreneurial Elective:
  Value Creation and Project Management
  Advanced Data Science and BI for Entrepreneurs
  From Sales to Customer Success

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 and 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 and Complexity
• CS Elective Course I

SPRING SEMESTER
• CS Elective Course II

Entrepreneurship and Computer Science double major students must complete another mandatory CS course of their choice during Year III.

Choose 1 of 3 below:
• 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.
Many courses in the program are taught by the faculty members listed above.
Rebecca Shteinman  
Australia  
Entrepreneurship & Computer Science

Jason Gellman  
South Africa  
Entrepreneurship & Business Administration
COMBINING DEEP THEORETICAL EDUCATION WITH UP-TO-DATE PRACTICAL KNOWLEDGE
OUR PROGRAM PRESENTS STUDENTS WITH INTELLECTUAL AND PROFESSIONAL CHALLENGES, UNLIMITED GROWTH POTENTIAL, AND A PATH TO AN EXCITING CAREER. IN FACT, OUR GRADUATES ARE EXTREMELY SOUGHT AFTER BY HIGH-TECH COMPANIES IN ISRAEL THAT GREATLY APPRECIATE OUR CURRICULUM.”

PROF. ARIEL SHAMIR DEAN
The undergraduate program in Computer Science consists of 126 credits and is designed to be completed over a period of 3 years or 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.idc.ac.il/en/schools/cs/pages/cs-for-real.aspx

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.
COMPUTER SCIENCE CURRICULUM

YEAR I

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

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

YEAR II

FALL SEMESTER
- Algorithms
- Digital Systems Architecture
- Advanced Programming
- Introduction to Probability
- Introduction to Microeconomics
- Business Law

SPRING SEMESTER
- Operating Systems
- Automata & Formal Languages
- Machine Learning from Data
- CS Elective Course I
- Finance Fundamentals
- Marketing Fundamentals
YEAR III

FALL SEMESTER
- Computer Networks
- Computability & Complexity
- CS Elective Course II
- CS Elective Course III

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

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
COMPUTER SCIENCE FACULTY

Prof. Anat Bremler-Barr, PhD, Tel Aviv University, 2002
Deputy Dean, Efi Arazi School of Computer Science
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. Ohad Fried, PhD, Princeton University
Areas of Interest
Computer Graphics, Computer Vision, HCI

Dr. Ilan Gronau, PhD, Technion-Israel Institute of Technology, 2009
Areas of Interest
Computational Biology, Big Data Analysis

Prof. Yacov Hel-Or, PhD, Hebrew University of Jerusalem, 1993
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. Reut Levi, PhD, Tel Aviv University, 2014
Areas of Interest
Sublinear Algorithms, Property Testing and Local Computation Algorithms

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

---

**Prof. Shay Mozes, PhD, Brown University, 2012**  
**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**  
**Areas of Interest**  
IDB Chair of Information Technologies; Founding Dean, Efi Arazi School of Computer Science

---

**Prof. Arik Shamir, PhD, Hebrew University of Jerusalem, 2000**  
**Areas of Interest**  
Dean, Efi Arazi School of Computer Science

---

**Prof. Gadi Taubenfeld, PhD, Technion-Israel Institute of Technology, 1988**  
**Areas of Interest**  
Former Dean, Efi Arazi School of Computer Science

---

**Prof. Tami Tamir, PhD, Technion-Israel Institute of Technology, 2001**  
**Areas of Interest**  
Concurrent and Distributed Computing

---

**Prof. Zohar Yakhini, PhD, Stanford University, 1997**  
**Areas of Interest**  
Computational Biology, Statistical Data Analysis

---

Many, though not all, of the faculty members listed above will be offering courses throughout the BA program.
SAMMY OFER
SCHOOL OF
COMMUNICATIONS
THE SAMMY OFER SCHOOL OF COMMUNICATIONS IS EQUIPPED WITH THE MOST ADVANCED AND CUTTING-EDGE TECHNOLOGY
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.

Dr. Amit Lavie-Dinur  
DEAN

“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.”

Sammy Ofer (1922-2011)
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.
## COMMUNICATIONS CURRICULUM

The Communications BA program consists of 120 credits. The program is designed to be completed over a period of 3 years or 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 and Society

**Mandatory Workshop**
- The Art of Pitching and Transmitting the Message
SPECIALIZATIONS / YEAR II

DIGITAL INFLUENCE & PERCEPTIONS

Mandatory Course
- Media Audiences: Uses, Interpretation and Influence
- Influence & Perceptions

Mandatory Workshops
- Storytelling & Message Promotion
- Foundations to Community Management
- Cross-platform Content Creation
- Advanced Video Production

Semester-long Seminars
- Influencers and Followers
- Content Creation for Viralization in Social Networks: Implementation and Analysis

MARKETING COMMUNICATIONS

Mandatory Course
- Principles of Persuasion and Argumentation
- Children, Adolescents and Media

Mandatory Workshops
- Marketing Strategy
- Digital Advertising & Marketing
- Advertising Concepts

Elective Workshops
- Public Relations & Spokesmanship
- Social Media Marketing

Semester-long Seminars
- Gaining Virality on Social Media: Theory and Practice
- Constructing Influencer’s Image: Marketing and Charisma
- Selling Israel: Social Media and Nation Branding

INTERACTIVE COMMUNICATIONS

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

Mandatory Workshops
- Interactive Product Design
- Product Management in Startup Companies

Elective Workshops
- Interactive Product Design Advance
- Product Marketing Advanced

Semester-long Seminars
- Embodied Communication in the Digital World
- Cognitive Principle in UX
COMMUNICATIONS CURRICULUM

SPECIALIZATIONS / YEAR III

DIGITAL INFLUENCE & PERCEPTIONS

Mandatory Courses
• Media & Conflicts in Digital Age
• Challenges and Opportunities of the Online Realm

Elective Workshops
• Technological Tools in Measuring Online Influence
• Documentary VR
• Investigative Journalism

Year-long Seminars
• Children, Adolescents and Media
• From Research to Influence - RPD Project

Year-long Workshops
• Community Management and Online Activism
• Content: Research, Create and Measure
• Cross-platform Investigative Journalism
MARKETING COMMUNICATIONS

Mandatory Courses
• Media & Conflicts in the Digital Age
• Consumer Behavior
• Digital Marketing

Elective Workshops
• Branded Content & Marketing
• Innovation in Advertising
• Visual Communication Design & Photoshop
• Video Commercials

Year-long Seminars
• City & Nation Branding: Creating A Real Online Campaign for Tel Aviv (in cooperation with Tel Aviv City Municipality)
• Public Diplomacy During Conflicts
• Digital Propaganda & Marketing & 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 Campaign

INTERACTIVE COMMUNICATIONS

Mandatory Courses
• Ethics and Technology
• Foundation in Technological Thinking
• Visual Design for Interactive Experience

Elective Workshops
• Tools for VR - Unity
• Creating with Technology - HTML

Year-long Seminars
• Advanced Topics in Social Network Analysis
• Persuasive Technology
• Advanced Ethical Aspects of UX Design

Year-long Workshops
• Final Project: VR
• Final Project: Product Bootcamp
• Final Project: Product Marketing

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 alongside one of the specializations in Communications.

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.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
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

Dr. 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

Prof. Noam Lemelshtrich Latar, Former Dean, with students
Dr. Moran Yarchi, PhD, Hebrew University of Jerusalem, 2011
Head, Digital Influence & Perceptions Specialization; Head, Public Diplomacy Program

**Areas of Interest**
Political Communication, Public Diplomacy, Media Coverage of Conflicts and Terrorism, New Media

Dr. Oren Zuckerman, PhD, Massachusetts Institute of Technology, 2007
Head, Interactive Communications Specialization; Co-Director, Media Innovation Lab; Head, MA Program in HCI

**Areas of Interest**
Cross Section of HCI (Human-Computer Interaction) and 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 Virility and Information Flows in Elections and Politics

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 TOOLS
GUIDED BY ITS CORE VALUES OF FREEDOM AND RESPONSIBILITY, THE LAUDER SCHOOL OF GOVERNMENT PREPARES ITS STUDENTS FOR LEADERSHIP POSITIONS IN GOVERNMENT AND SOCIETY, BOTH IN ISRAEL AND ABROAD, IN ORDER TO ADDRESS THE NUMEROUS CHALLENGES OF AN EVER-MORE COMPLEX WORLD.”

PROF. ASSAF MOGHADAM  
DEAN

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.
The Lauder School of Government, Diplomacy & Strategy offers students a broad-based perspective on domestic and global politics, and an in-depth understanding of the diverse issues governments and individuals confront in an ever-changing international system. Students learn about and explore the impact of a wealth of diverse factors on political behavior, including psychological effects and motivations, business interests, economic policies, social media, culture, big data, and technology. Additionally, a special focus is put on the inner workings of the Middle East - regionally and within the context of globalization. The study of Israel is comprehensive in scope, including exposure to all facets of the Israeli polity - from issues of democracy and religion to foreign policy to questions of national security.

The studies are built on the concept of combining theory with practice, and expose students to real-life situations through case studies, simulations, internships, and meetings with key public figures.

During the final year of the program students specialize in one area of their choice, earning a Cluster Certificate. In addition, students may choose a minor area of study. The clusters are: Global Affairs and Conflict Resolution; Middle East; Counter-Terrorism and Homeland Security; Business Administration; and Public Diplomacy.

The Lauder School attracts outstanding students from around the world, and provides a pluralistic environment in which students can exchange ideas and views, while gaining unique networking opportunities. Many of our students have continued their graduate studies at leading American and European universities. Alumni have also gone on to fascinating careers in government, the private sector, NGOs, and international institutions.
GOVERNMENT CURRICULUM

The Government BA program consists of 120 credits. The program is designed to be completed over a period of 3 years. Students can choose to specialize in: Global Affairs & Conflict Resolution; Counter-Terrorism & Homeland Security; Middle East; Public Diplomacy; or Business Administration.

YEAR I

FALL SEMESTER
- Introduction to Government & Comparative Politics *
- History of the Modern Era & Zionism
- International Politics I *
- History of the Modern Middle East *
- Israeli Politics & Society *
- Introduction to Microeconomics *
- E-Government and IT Policy
- Advanced English I / Academic Research and Writing
- Elective

SPRING SEMESTER
- International Politics II: Theory & Praxis of Security
- Introduction to Political Theory *
- Globalization & International Political Economy *
- Society & Politics in the Middle East *
- Introduction to Macroeconomics
- Research Methods
- Advanced English II
- Elective

YEAR II

FALL SEMESTER
- Theories in the Study of Terrorism & Guerilla Warfare *
- Europe from 1948: From Cooperation to Integration
- The Arab-Israeli Conflict & the Peace Process *
- Statistical Methods for Social Science Research *
- American Government & Politics
- Introduction to Israeli Constitutional Law
- Conflict Resolution *
- Elective

Practical Workshops
- Innovative Conflict Resolution
- Public Speaking
- Excel Workshop

SPRING SEMESTER
- International Law *
- Public Policy in Democracies *
- Economics & Diplomacy
- Internet, Politics & Social Media
- Israeli Foreign Policy & Diplomacy *
- Introduction to Data Science for Government
- Elective

Practical Workshops
- Global and Intercultural Communication Leadership
- Strategic Intelligence in National Security and in Business
- Playing for Peace: Conflict Mitigation through Recreational Activity

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

INTERNSHIP OPPORTUNITIES ARE AVAILABLE

for third-year RRIS undergraduates in the Lauder School of Government, Diplomacy & Strategy at a variety of government offices, non-governmental organizations, 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 - GLOBAL AFFAIRS & CONFLICT RESOLUTION
Diplomacy, Governance & Law in a Global World (mandatory cluster course)

4 courses and 1 seminar selected from the following
- Transatlantic Relations in the 21st Century
- Modern China: Politics & Society
- Strategy & Negotiations in the Nuclear Realm
- Nationalism, Fascism & Populism
- The Politics of Postcolonial Africa
- Negotiation Workshop
- Seminar Psychological Aspects of Conflicts & Their Resolutions
- Seminar International Political Economy: Past to Present, Theory to Practice
- Seminar Exploring the Modern International System

CLUSTER - MIDDLE EAST
- Palestinian Society & Politics
- Iran & Regional Politics
- Saudi Arabia: Society, Politics & Energy
- Identities in the Middle East
- Nationalism & Islam in the Middle East
- Seminar Political Culture & Negotiation in the Middle East

CLUSTER - COUNTER-TERRORISM & HOMELAND SECURITY
Global Terrorism: ISIS, al-Qaeda & Hezbollah (mandatory cluster course)

4 courses and 1 seminar selected from the following
- Theaters of Global Jihad
- Terrorism & Counter-Terrorism Innovation
- Law & Terrorism
- Political Violence and Extremism in Israel
- Ideology & Doctrine of Islamic Radical Movements
- Jihadist Social Media
- Seminar Israel’s Counter-Terrorism Policy
- Seminar Counter-Terrorism & Governance
- Seminar Terrorism, Counter-Terrorism & Technology

CLUSTER - BUSINESS ADMINISTRATION
- Principles of Marketing Management
- Organizational Management
- Entrepreneurship & Business Management
- Seminar Economic Peace

CLUSTER - PUBLIC DIPLOMACY
- Public Diplomacy During Conflicts
- US & Us: A Journey to the Keystone of Israel’s Foreign Relations
- War of Narratives: Israel in the Public
- Internship in Digital Public Diplomacy
- Practical Tools in Public Diplomacy Workshop
- S.E.D. Project

ADDITIONAL ELECTIVES
- Beginning Arabic
- Internship Program
- The Media in Conflict Zones
- EU Foreign Policy
- Public Diplomacy
- US Public Opinion & Foreign Policy

** Students enrolled in the single major Government, Diplomacy & Strategy will take one cluster (19 credits) and one minor area of study (7 credits). Students enrolled in the double major Sustainability & Government will take one cluster. 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 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 unprecedented challenges facing the nation, identifying opportunities and threats, producing strategic insights and policy recommendations for decision-makers, and informing the public and policy discourse.

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


Reuven Rivlin, President of Israel, addressing the Herzliya Conference, 2016
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,
- organization of the World Summit on Counter-Terrorism – one of the most influential events in the field of counter-terrorism today, and
- proactive solicitation of these ideas to international decision-makers and leaders.

www.ict.org.il
Prof. Dmitry (Dima) Adamsky, PhD, Haifa University, 2008
Head, Honors Track in Strategy & Decision-Making, Lauder School of Government

Areas of Interest

* Dr. Eitan Azani, PhD, Hebrew University of Jerusalem, 2005
Head, Counter-Terrorism and 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, 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 and Communications, Reichman University; Coordinator, Reichman University Writing Center

Areas of Interest
Sociolinguistics, Discourse & Conversation Analysis

Prof. Asif Efrat, LLB, Tel Aviv University, 2001; PhD, Harvard University, 2009
Head, MA Thesis Track, Lauder School of Government

Areas of Interest
International Law and Politics, International Cooperation, International Relations

Prof. Boaz Ganor, PhD, Hebrew University of Jerusalem, 2002
Former Dean, Lauder School of Government; Founder and 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 and Strategy (IPS); Chairman, Annual Herzliya Conference Series; Former Director, Policy and Political-Military Affairs, Israel Ministry of Defense; Former Chief, Intelligence Research and 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 and 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 and Iran

Dr. 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
Deputy Head, Public Policy and Administration, MA Program in Government, Lauder School of Government

Areas of Interest
Public Administration, Public Policy & Ethics

Dr. Amichai Magen, PhD, Stanford University, 2009
Head, Diplomacy and Conflict Studies, MA Program in Government; Head, Governance and 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 and Conflict Resolution, Lauder School of Government; Former Deputy Attorney General of Israel in Charge of International Issues and Advising the Prime Minister, Government, Cabinet and Ministries; Fellow, Hoover Institution, Stanford University

Areas of Interest

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 and 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 Virility & Information Flows in Elections & Politics

Prof. Liav Orgad, LLD, 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

Prof. Daphné Richemond-Barak, PhD, Tel Aviv University, 2010
Head, Law and 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 and 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, PhD, Harvard Law School, 2012
Head, “IDC 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
Academic Head, RRIS Program in Government

Areas of Interest
Conflict Processes, Negotiation & Mediation in International Conflicts, Study of International Politics through Simulations

Dr. Dana Wolf, LLB, Reichman University 2000; 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
IT’S ALL ABOUT THE BALANCE BETWEEN NATURAL RESOURCES AND HUMANITY’S NEEDS

PROF. YOAV YAIR
DEAN
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 hurt 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 2020, humanity faced one outcome of these trends, as the coronavirus pandemic halted the world’s economy and claimed hundreds of thousands of lives. While this crisis is still evolving, it has become clear that sustainability is the only viable option for survival on Earth. The UN Sustainable Development Goals (SDGs) clearly depict the road for a better future.

The Sustainability & Government program at Reichman University teaches its students how to find the right balance between economic development, societal needs, and environmental well-being. We do this using a combination of entrepreneurship, innovation, technological progress, and efficient and sustainable business and political models - all of which are crucial for the survival of future generations.

HIGHLIGHTS

- Three-year double major BA in Sustainability & Government
- World-renowned 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

The Sustainability & Government Program provides graduates with a competitive advantage in a broad range of fields in the public and private sectors, which require expertise in sustainability and in issues such as energy, water, city planning, transportation, corporate social responsibility, and others.

Graduates will have the skills necessary to work in managerial, economic, and social arenas in Israel or abroad, and will be well-suited to be employed in the government, the public sector, and in relevant NGOs, as well as at clean-tech startup companies.

The program teaches aspects of policy and decision-making that balance environmental, social, and economic issues with a global perspective, which gives our students insight into international relations and politics, as well as environmental, economic, and social considerations.
The Sustainability & Government double major BA program consists of 120 credits. The program is designed to be completed over a period of 3 years or 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 a 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.

**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 the project, students work together in small teams and face real-life issues, according to 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 making a contribution 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 will 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 and business administration), and with the guidance of practitioners from relevant fields of practice.

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

Dr. Yael Parag Cohen Mintz, PhD, Tel Aviv University, 2005
Deputy Dean, School of Sustainability
Areas of Interest

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. Tomer Fishman, PhD, University of Nagoya, Japan, 2016
Areas of Interest
Industrial & Urban Ecology, Material Stock, Flow Accounting & Analysis, Socio-Economic Metabolism

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

Many courses in the program are taught by the faculty members listed above.
TO SEE EACH TREE
THAT MAKES UP THE FOREST
WE TRAIN STUDENTS TO CONDUCT MEANINGFUL SCIENCE THAT IS CONDUCIVE TO HUMAN GROWTH, COMMUNITY HEALTH, AND SOCIAL CHANGE. THE CURRICULUM IS DESIGNED TO ENCOURAGE STUDENTS TO ‘THINK LIKE PSYCHOLOGISTS’ DURING THEIR UNDERGRADUATE STUDIES AND PREPARE THEM TO BUILD A CAREER IN PSYCHOLOGY.”

PROF. DANIEL A. LEVY
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.
The Honors 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. 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. The Brain and Mind Program includes an intensive apprenticeship in a neuroscience lab. Both tracks orient participants towards 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 Honors Programs opens towards the end of the first undergraduate year, and is based on students’ achievements during that year.

www.rris.idc.ac.il/psychology

MA in ORGANIZATIONAL BEHAVIOR & DEVELOPMENT

ACCELERATED PROGRAM
2 DEGREES IN 4 YEARS

The MA Program in Organizational Behavior and Development offers students the opportunity to acquire expertise in issues that confront organizational leadership and management today. The program suits students who are interested in understanding people and processes in the workplace. The curriculum is field-oriented, and offers students the opportunity to learn about organizational life, get hands-on experience, and develop themselves as young professionals. Graduates have numerous career options in Israel and abroad, such as working in consulting firms and human resource positions. Our alumni have found work at NICE, Google, Intel, Hilton, and many more. Exceptional third-year psychology students may be accepted to the Accelerated Program, enabling them to complete their BA in Psychology, together with this MA, in four years.

www.rris.idc.ac.il/OBD

Chana Katri, Italy, BA Psychology
The undergraduate program leading to a BA in Psychology consists of 120 credits. It is designed to be completed over a period of 3 years, or 6 semesters.

In addition to their psychology studies, students will take 8 credits worth of general electives. Qualified students may be admitted to an accelerated track, enabling them to earn a BA in Psychology and an MA in Organizational Behavior and Development in four years.

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
- School Seminar and Positive Psychology
- Biological Basis of Behavior
- Introduction to Statistics
- Probability
- Philosophy of Science

SPRING SEMESTER
- Developmental Psychology
- Social Psychology
- Biological Basis of Behavior
- Cognitive Processes A: Sensation & Perception
- Introduction to Statistics
YEAR III

Core Courses
- Abnormal Psychology
- Psychological Skills & Field Experience
- Psychology, Culture & Society (Fall)

THEORETICAL SEMINARS*
(One semester: Choose one)
- Development of Prosocial & Antisocial Behaviors
- Psycholinguistics, Emotions and Conflict Resolution
- Multidimensional Approach to Emotions

RESEARCH SEMINARS*
(Two semesters: Choose one)
- Social Defense Theory
- The Psychology of Irrational Decisions
- The Neurobiology of Attachment: Healthy and Pathological Processes
- Avatar Psychology

ELECTIVES*
(One semester: Choose four)
- Mindfulness – A Scientific and Experiential Approach
- Cognitive-Behavioral Therapy
- Terror Management Theory
- Interpersonal Psychotherapy
- Autism Spectrum Disorders at the Nexus of Biology, Psychology and Culture
- Psychological Reading of Israeli Literature
- Cognitive Aging

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

INTERDISCIPLINARY STUDIES
(Two semesters: Choose one)
- Criminology
- Neuroscience and Biology
- Communications
- Entrepreneurship

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

YEAR II

FALL SEMESTER
- Brain, Cognition & Emotion
- Theories of Personality
- Cognitive Processes B: Attention & Language
- Multivariate Statistics
- Research Methods & Experimental Laboratory
- Psychology in Action

SPRING SEMESTER
- Organizational Psychology
- Cognitive Processes C: Memory & Reasoning
- Multivariate Statistics
- Introduction to Psychotherapy
- Research Methods & Experimental Laboratory
Prof. Boaz M. Ben-David, PhD, Tel Aviv University, 2007
Head, Communication, Aging and Neuropsychology Lab (CANlab), Reichman University

Areas of Interest
Communication, Cognitive and Sensory Integration in Aging, Perception of Emotions in Spoken Language, Impact of Threat on Attention

Prof. Anat Brunstein-Klomek, PhD, Bar-Ilan University, 2004
Head, MA Program in Clinical 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) and Related Disorders; Cognitive-Behavioral Therapy (CBT); Attachment Theory and Self-Perception in Psychopathology

Prof. Tsachi Ein-Dor, PhD, Bar-Ilan University, 2009
Areas of Interest
Human Defensive Behaviors, Evolutionary and Social Psychology, Personality

Prof. Shahar Ayal, PhD, Tel Aviv University, 2007
Head, MA Program in Social Psychology

Areas of Interest
Heuristics and Biases, Behavioral Ethics, Intergroup Effects on Decision-Making

Prof. Ruth Feldman, PhD, Hebrew University of Jerusalem, 1994
Areas of Interest
Development of Child Affect and Social Behavior, Neurobiology of Social Affiliation

Dr. Tahli Frenkel, PhD, Tel Aviv University, 2012
Areas of Interest
Child Development, Temperament, Anxiety and 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
Dean, Baruch Ivcher School of Psychology
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 and Post-Traumatic Processes, Coping with Stress, Qualitative Research of Emotional States, Rumination and 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 and Group Relations

Dr. Tamar Saguy, PhD, University of Connecticut, 2008
Areas of Interest
Intergroup Relations, Conflict Resolution, Prejudice Reduction, Gender

Prof. Michal Schnaider Beeri, PhD, Bar-Ilan University, 2000
Director, Sagol Neuroscience Research Center, Sheba Medical Center
Areas of Interest
Cognitive Aging, Alzheimer’s Disease

Prof. Orit Tykocinski, PhD, New York University, 1993
Areas of Interest
Emotions in Decision-Making, Psychology of Risk, Insurance Decisions, Inaction Inertia in International Negotiations

Many courses in the program are taught by the faculty members listed above.
**RECRUITMENT AND ADMISSIONS**

**Or Arfi**
Academic Admissions Officer: BA Communications; BA Psychology
or.arfi@idc.ac.il
+972 9 960 2842

**Karen Yoseph**
Academic Admissions Officer: MA Government; MSc Machine Learning & Data Science, MA HCI
karen.yoseph@idc.ac.il
+972 9 952 7658

**Debbie Fridman**
Academic Admissions Officer: MA Financial Economics; One-Year MBA; Global MBA; MA Organizational Behavior and Development; MBA Healthcare Innovation; MA Behavioral Economics
debbie.fridman@idc.ac.il
+972 9 960 2801

**Natalie Golan**
Director of Recruitment, North America
natalie@afidc.org
+1 212 213 5962

**STUDENT AFFAIRS AND WELL-BEING**

**Sylvia Kassoff**
Director, Student Affairs and Well-Being
sylvia@idc.ac.il
+972 9 960 2420

**Joanna Simon-Bogart**
Financial Aid Manager
jsimon@idc.ac.il
+972 9 960 2719

**Annette Behrendt**
Financial Aid Manager
abehrendt@idc.ac.il
+972 9 952 7962

**Shelly Levy**
Student Affairs Senior Advisor
levys@idc.ac.il
+972 9 960 2880

**Algom Ben-Horin**
RRIS Campus Life Events Manager
algom.ben-horin@idc.ac.il
+972 9 960 2794
1. Application Form and Fees
Please submit an application online
www.rris.idc.ac.il/onlineBAreg
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.

3. Recommendations
Applicants must submit two recommendations from individuals who can evaluate their academic abilities, such as teachers, educators, counselors, employers, or supervisors. The recommendation letters must be submitted to the appropriate registrar by the recommender, or to RRIS.registrar@idc.ac.il.

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. This should be uploaded to the online registration.

5. Curriculum Vitae (CV) or Resume
Applicants must submit a CV detailing educational history, volunteering, youth groups, army history (if applicable), and any employment. This should also be uploaded to the online registration.

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 one of the following exams:
   - TOEFL (Test of English as a Foreign Language)
     www.toefl.org
     Reichman University TOEFL code 0927
   - IELTS (International English Language Testing System)
     www.ielts.org
   - PEARSON (Language Test)
     www.pearsonpte.com
   - Cambridge English Assessment (CAE or CPE)
     www.cambridgeenglish.org
   - Israeli Psychometric/Amiram
7. Standardized Tests
For the 2021-22 year: We will be test-optional for those who graduate from U.S. high schools and usually need SATs or ACTs. Where it is possible to test, do so, as it gives us an added quantitative ability to assess math levels. However, nobody will be penalized for not testing, if a problem.

Anyone who has completed at least one year of university-level studies with distinction, will not need a standardized test.

Students who graduated from a high school in countries other than Israel are not required to take a standardized test.

The Reichman University SAT code is 5385.
SAT [http://www.collegeboard.com](http://www.collegeboard.com)
ACT [http://www.act.org](http://www.act.org)

* Students who graduated from a high school in Israel must take the psychometry exam.

8. Transfer Students
In order to receive credits or exemptions for courses taken at another 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 course to which they have applied, by paying the $1,000 USD 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 the 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 no more than 5 years prior to when the student needs to take the courses at Reichman University.

9. Deadline
For an application to be considered valid, all forms and other required information must be submitted to the Raphael Recanati International School at Reichman University by [July 15, 2021](#). However, our admissions are rolling and students should receive a response within two weeks of the date they submitted all required application materials.

10. Decision
Admission 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.
Tuition
$13,990 USD per year
* There is an additional $300 USD fee for materials in the School of Communications.

Health Insurance (optional)
$1,200 USD per academic year

Reichman University Dorms (optional)
$800 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-$800 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 e-mail 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, 2021.

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

Sara Saba, Italy
James Brenner, South Africa
Julia Nahmani, USA
Ionatan Hauszpigiel, Argentina
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 to its students based on financial need. Applicants interested in receiving this scholarship must complete the online application form: [www.rris.idc.ac.il/needbasescholarships](http://www.rris.idc.ac.il/needbasescholarships)

  This form can be accessed with the student number, which applicants receive after they have been accepted to the school. The applicants are required to provide all the information and documentation requested in order to be considered. 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 in the school's offices, or through one of the many organizations that cooperate with the RRIS.**

- **Merit Scholarship**
  
  RRIS awards excellent students with merit scholarships based on their previous 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: [www.fafsa.ed.gov](http://www.fafsa.ed.gov) from October 1, 2020 until April 1, 2022. Our school code is G40703.

Please contact us via e-mail at jsimon@idc.ac.il upon receiving your Student Aid Report (SAR). For further information: [www.idc.ac.il/fafsa](http://www.idc.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](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. With a variety of long-term programs in Israel, Masa is able to provide meaningful, enriching experiences to young Jews from many different countries, backgrounds, levels of education, and fields.

Jewish students between the ages of 18-30 who have not previously been on a long-term program to Israel and have not made Aliyah are eligible for a one-time grant from Masa towards tuition. Students will receive an initial grant based on their country of origin, and can apply for additional funding based on financial need. Application forms for Masa must be completed online at www.masaisrael.org.

Please note, Masa is an independent initiative and therefore its criteria for evaluating scholarship requests may differ from those used to evaluate requests for the Raphael Recanati International School scholarships.

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. For other financial aid possibilities, contact our Financial Aid Coordinators: rris.financialaid@idc.ac.il

- **Student Authority**
  New immigrants can receive financial aid if they meet the criteria. For more information: [https://www.gov.il/en/departments/topics/student_authority](https://www.gov.il/en/departments/topics/student_authority)

- **Friends of the IDF Impact**
  For IDF combat or combat-support veterans: [https://fidfimpact.org/](https://fidfimpact.org/) (Hebrew)

- **HESEG Foundation for Former Lone Soldiers**

- **Jewish Federations of North America (JFNA)**
  [www.jewishfederations.org](http://www.jewishfederations.org)

- **TELFED**
  Awards grants for students from South Africa. Contact the Jewish community of South Africa: [www.telfed.org.il](http://www.telfed.org.il)

- **Perach**
  [http://www.perach.org.il/The-Perach-Tutorial-Project](http://www.perach.org.il/The-Perach-Tutorial-Project)

For full details about financial aid: [www.rris.idc.ac.il/scholarships](http://www.rris.idc.ac.il/scholarships)

For other financial aid possibilities, contact our Financial Aid Coordinators: rris.financialaid@idc.ac.il
<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orientation Week</strong></td>
<td>Oct. 3-Oct 8, 2021</td>
</tr>
<tr>
<td><strong>Fall Semester begins</strong></td>
<td><strong>Oct 10, 2021</strong></td>
</tr>
<tr>
<td>Memorial Day for Yitzchak Rabin, z&quot;l</td>
<td>Oct. 18, 2021</td>
</tr>
<tr>
<td>Hanukkah vacation</td>
<td>Dec. 5, 2021</td>
</tr>
<tr>
<td><strong>Fall Semester ends</strong></td>
<td><strong>Jan. 7, 2022</strong></td>
</tr>
<tr>
<td>Fall exams begin</td>
<td>Jan. 9, 2022</td>
</tr>
<tr>
<td><strong>Spring Semester begins</strong></td>
<td><strong>Feb. 27, 2022</strong></td>
</tr>
<tr>
<td>Purim vacation</td>
<td>March 17, 2022</td>
</tr>
<tr>
<td>Passover vacation</td>
<td>April 10-23, 2022</td>
</tr>
<tr>
<td>Studies resume</td>
<td>April 24, 2022</td>
</tr>
<tr>
<td>Eve of Holocaust Memorial Day</td>
<td>April 27, 2022</td>
</tr>
<tr>
<td>Holocaust Memorial Day ceremony</td>
<td>April 27, 2022</td>
</tr>
<tr>
<td>Israel Memorial Day Ceremony</td>
<td>May 3, 2022</td>
</tr>
<tr>
<td>Eve of Israel Memorial Day</td>
<td>May 3, 2022</td>
</tr>
<tr>
<td>Israel Memorial Day</td>
<td>May 4, 2022</td>
</tr>
<tr>
<td>Israel Independence Day</td>
<td>May 5, 2022</td>
</tr>
<tr>
<td>Memorial ceremony for Ethiopian Jews who perished en route to Israel</td>
<td>TBD</td>
</tr>
<tr>
<td>Student Day</td>
<td>TBD</td>
</tr>
<tr>
<td>Shavuot vacation</td>
<td>June 5, 2022</td>
</tr>
<tr>
<td>Honorary Fellowship &amp; Outstanding Researchers and Lecturers ceremony</td>
<td>TBD</td>
</tr>
<tr>
<td>Graduation ceremony</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Spring Semester ends</strong></td>
<td><strong>June 10, 2022</strong></td>
</tr>
<tr>
<td>Spring exams begin</td>
<td>June 12, 2022</td>
</tr>
</tbody>
</table>

Schedule is subject to change.
Design  Guy Tamir, guy@2plustudio.com
Production  Shira Gazit, Liron Tzour
Editor  Naomi Lipstein

Jeremy Schreiber, Belgium
Natalie Shem Tov, Hong Kong
Tzoof Shimshon, Israel
ISRAEL
The Raphael Recanati International School
Reichman University
PO Box 167, Herzliya, Israel 46150
Attention: Registrar
Tel +972 9 960 2700
Fax +972 9 952 7334
rris.registrar@idc.ac.il

NORTH AMERICA
The Raphael Recanati International School
c/o American Friends of Reichman University
142 W. 57th Street 11th floor
New York, NY 10019
Tel +1 212-213-5962
Fax +1 212-213-6436
rris.us@idc.ac.il

www.rris.idc.ac.il