

Arison School of Business

BA in Business Administration

Double Major BA in Business and Economics

Prof. Dov Pekelman
Dean

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Associate Dean

Ms. Shlomit Stern (Hazan)
Head of Student Administration

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Executive Administrator

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

Introduction

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

Specialization in Marketing and Entrepreneurship

Head of the Program: Dr. Talia Rymon

The specialization in marketing provides extensive knowledge on all the diverse marketing activities, acquaintance with and understanding of the modern marketing in the technological era: customized marketing, data-driven marketing, with emphasis on long-term relationship. The specialization courses are designed to provide theoretical and practical knowledge, and enable hands-on experience through real-world projects, case study analyses, company visits and guest lectures of leading marketing and business managers. The specialization courses include up-to-date courses such as digital marketing, customer management in the information era, marketing in the sports industry, trends analysis, retail marketing and more. During their third year of study, students work on a year long marketing project and prepare a marketing plan for leading firms, start-ups and organizations.

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

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

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

Specialization in Finance and Entrepreneurship

Head of the Program: Prof. Jacob Boudukh

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

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

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

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

Specialization in Digital Innovation

Dr. David Movshovitz, Head

The program in digital innovation provides students with wide-range, in-depth knowledge of the various aspects of digital transformation taking place in the business world, as well as the new business opportunities created by this transformation.

The specialization courses provide the students with theoretical principles as well as practical skills. Students implement what they have learned in a final project where they develop a complete business plan to create a digital business from the idea phase, including 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, project managers, sales engineers, or account executives.

Program of Studies

First Year / Business Administration

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

Fall Semester Courses

709	Advanced English I Ms. Miriam Symon	4		0		Exam
10	Mathematics I Mr. Hever Schulberg	4	1 no credit	4		Exam
2316	Statistics I Dr. Avner Halevy	5	1	6		Exam
2235	Management Skills Dr. Tal Katz-Navon	3		3		Exam
2194	Business Economics Dr. Alon Cohen	4		4		Exam

Spring Semester Courses

710	Business- Advanced English II Ms. Miriam Symon	4		2	Advanced English I	Exam
11	Mathematics II Mr. Hever Schulberg	3	1 no credit	3		Exam
42	Fundamentals of Finance Mr. Erez Levy	4	1 no credit	4		Exam
43	Principles of Marketing Management Ms. Yonat Zwebner	4		4		Exam
2341	Statistics II Dr. Avner Halevy	5		5		Exam
2338	Digital Innovation Dr. Lior Noy	3		3		Exam
Total Semester Hours				36		

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

Second Year / Business Administration

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

2362	Organizational Management Dr. Ofira Shraga	4		4		Exam
50	Fundamentals of Accounting Dr. Ron Lazer	3	1	4		Exam
2364	Data Analysis for Business Mr. Israel Dac	4		4		Exam
2363	Business Economics Macro Mr. Ido Isdorfer	4		4	Macroeconomic	Exam

Spring Semester Courses

90	Critical Thinking TBA	2		2		Exam
2236	Culture and Business Mr. Sagy Maayan	2		2		Exam
2150	Entrepreneurship and Business Management Adv. Assaf Ben-David	3		3		Exam
2234	Business Law Adv. Joel Slawotsky	4		4		Exam

Finance Specialization Mandatory Courses

Fall Semester Course

61	Investment Theory¹ Dr. Yael Eisenthal	4	1	4	Fundamentals of Finance	Exam
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Spring Semester Course

2304	Quantitative methods in finance Mr. Rotem Nitzan	4		4	Fundamentals of Finance, Mathematics I, Statistics I	Exam
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Marketing Specialization Mandatory Courses

Fall Semester Course

2482	advanced digital marketing tools Mr. Yanay Sela	4		4	Principles of Marketing Management	Paper
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Spring Semester Course

2321	Marketing Research Ms. Dena Yadin	4		4	Fundamentals of Finance, Mathematics I, Statistics I	Exam
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Specialization in Digital Innovation Mandatory Courses

Year-Long Course

2365	Introduction to Digital Technology Dr. David Movshovitz	4		4		Exam
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Fall Semester Course

2367	Elected Topics in Digital Innovation Mr. Moshik Miller	2		2		Paper
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¹ A passing grade in Fundamentals of Finance and Investment Theory is a prerequisite for a specialization in Finance.

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Spring Semester Course

2366	Introduction to Data Science Dr. Eran Sheriff	2	2	Paper
2368	Informatics In the Digital World Ms. Avital Shahaam Barak Ms. Alit Ezra	2	2	Paper
2369	UX and Product Management Mr. Ofer Shani	2	2	Paper
2370	Introduction to Programming Mr. Moshik Miller	2	2	Paper

Marketing Total Semester Hours	35
Finance Total Semester Hours	35
Digital Innovation Total Semester Hours	41

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

Third Year / Business Administration Specialization in Marketing

1. A passing grade in Principles of Marketing Management (course code 43) is a prerequisite for a specialization in Marketing.
2. Students who have not yet completed 1st year math, statistics and economics mandatory courses¹ will not be permitted to start the specialization in their 3rd year.
3. General Studies - In addition to the mandatory courses, all Business Administration students are required to take six credits of general courses during the course of their studies.

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

Year-long Course

2342	Seminar: Marketing Project Dr. Yaron Timmor	6	6	Marketing Communication, Business-Advanced English II	Project
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Fall Semester Courses

2643	The new consumer Dr. Rinat Satchi	3	3		Exam
3038	Creativity and Innovation in Marketing Mr. Moshik Miller	2	2		Exam
2204	Non-Conventional and Creative Marketing Dr. Sivan Ben-Horin	2	2	Marketing Communication	Paper
2319	Customer Management in the Information Era Ms. Ofrit Kol	2	2		Paper
1000	Strategic Management Dr. Yair Friedman	3	3		Exam
2653	Entrepreneurial Innovation Dr. Shai Harel	3	3		Exam

Spring Semester Course

¹ Math I + II
Statistics I+ II
Micro and Macro Economics

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2322	Digital Marketing Mr. Yanay Sela	2	2		Paper
2415	Global Marketing Mr. Michael Gally	3	3		Exam
2654	Practicum in Entrepreneurship Mr. Uri Aizik	3	3		Exam

Marketing Elective Seminar
Choose one Seminar from the following list:

Fall Semester Courses

2308	Trends Analysis Ms. Adi Yoffe	2	2	Business- Advanced English II	Paper
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Spring Semester Course

2057	Marcomm Seminar Dr. Ofer Zellermyer	2	2	Marketing Communication, Business- Advanced English II	Paper
2013	Marketing Seminar - Mercedes♦ Dr. Yaron Timmor	2	2	85 overall average Business- Advanced English II	Paper

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

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

2021	Marketing In The Far East Dr. Ron Berger	2	2		Exam
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
2297	Regional Business Development Project Mr. Michael Silberg	2	2		Paper

Spring Semester Course

714	Team Management and Development ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	Simulation Games and Negotiation Processes ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	Leadership in the Global Village ▪ Dr. Yael Ziv	2	2		Paper
3046	Positive psychology Ms. Adi Feld*	2	2		Exam
3047	Management skills of the 21 century * Ms. Sharon Bar Sakay	2	2		Paper

Finance and Marketing elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).

▪ Intensive course. Attendance is mandatory.

* You need to choose between the 2 courses 3046 or 3047

Third Year / Business Administration Specialization in Finance

1. Passing grades in Fundamentals of Finance (course code 42) and Investment Theory (course code 61) are prerequisites for a specialization in Finance.
2. Additionally, students who have not yet completed 1st year math, statistics and economics mandatory courses³ will not be permitted to start the specialization in their 3rd year.
3. General Studies - In addition to the mandatory courses, all Business Administration students are required to take six credits of general courses during the course of their studies.

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

Year-long Course

2068	Finance Seminar Prof. Amir Rubin Dr. Doron Israeli	4	4	Business- Advanced English II	Paper
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Mandatory Courses

Fall Semester Course

95	Financial Statements Mr. Eyal Amitay	2	2	Fundamentals to Accounting	Paper
97	The Capital Market In Israel Dr. Tomer Hadar	2	2		Exam
593	Introduction to Insurance Dr. Boaz Yam	2	2		Exam
248	Futures and Options Markets Dr. Yael Eisenthal	2	2	Investment Theory	Exam
1000	Strategic Management Dr. Yair Friedman	3	3		Exam
2653	Entrepreneurial Innovation Dr. Shai Harel	3	3		Exam

Spring Semester Course

238	Company Valuations Dr. Amos Baranes	2	2	Financial Statements	Exam
2216	International Risk Management Mr. Tal Mofkadi	2	2	Investment Theory	Exam

³ Math I + II
Statistics I+ II
Micro and Macro Economics

2019/2020

403	Introduction To Banking Dr. Akiva Shtranberg	2	2	Exam
2251	Financial Technology Seminar Mr. Dan Koller	2	2	Exam
2353	Financial modeling Mr. Shlomi Ben-Yehuda	2	2	Exam
2654	Practicum in Entrepreneurship Mr. Uri Aizik	3	3	Exam

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

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

2021	Marketing In The Far East Dr. Ron Berger	2	2		Exam
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
2297	Regional Business Development Project Mr. Michael Silberg	2	2		Paper

Spring Semester Course

714	Team Management and Development ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	Simulation Games and Negotiation Processes ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	Leadership in the Global Village ▪ Dr. Yael Ziv	2	2		Paper
3046	Positive psychology Ms. Adi Feld*	2	2		Exam
3047	Management skills of the 21 century * Ms. Sharon Bar Sakay	2	2		Paper

Finance and Marketing elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).

▪ Intensive course. Attendance is mandatory.

* You need to choose between the 2 courses 3046 or 3047

Third Year / Business Administration
Specialization in Digital Innovation Mandatory Courses

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

Fall Semester Courses

1000	Strategic Management Dr. Yair Friedman	3	3		Exam
2198	Social Media Workshop Mr. Moshik Miller	2	2		Exam
2660	Digital Product Characterization Dr. Yiftach Nagar	2	2	Introduction to Digital Technology	Paper
2482	Advanced digital marketing tools Mr. Yanay Sela	4	4	Principles of Marketing Management	Paper
2661	Digital Product Architecture and Design Dr. David Movshovitz	2	2	Introduction to Digital Technology	Exam
2663	Digital Business Intelligence Dr. Amos Baranes	2	2	Introduction to Data Science	Exam
3038	Creativity and Innovation in Marketing Mr. Moshik Miller	2	2		Exam
2653	Entrepreneurial Innovation* Dr. Shai Harel	3	3		Exam

Spring Semester Course

2662	Digital Product Development* TBA	2	2	Introduction to Digital Technology Digital Product Design	Exam
2665	Introduction to cyber security Dr. David Movshovitz	2	2	Introduction to Digital Technology Introduction to programming	Exam
2251	Financial Technology Seminar Mr. Dan Koller	2	2		Exam
2666	Big data and Machine learning Dr. Amos Baranes	2	2	Introduction to Data Science	Exam

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2667	Customer monetization Ms. Yael Shani Feinstein	2	2	Paper
2654	Practicum in Entrepreneurship Mr. Uri Aizik	3	3	Exam
*	You need to choose between the 2 courses 2662 or 2653			

Business Administration Elective Courses#

Choose 10 credits from the following list of courses:

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

2021	Marketing In The Far East Dr. Ron Berger	2	2		Exam
2237	Systematic Creativity Prof. Jacob Goldenberg	2	2		Paper
2297	Regional Business Development Project Mr. Michael Silberg	2	2		Paper

Spring Semester Course

714	Team Management and Development ▪ Dr. Tal Katz-Navon	2	2	Organizational Behavior	Paper
158	Simulation Games and Negotiation Processes ▪ Dr. Chanan Goldschmidt	2	2		Paper
2028	Leadership in the Global Village ▪ Dr. Yael Ziv	2	2		Paper
3046	Positive psychology Ms. Adi Feld*	2	2		Exam
3047	Management skills of the 21 century * Ms. Sharon Bar Sakay	2	2		Paper

Finance and Marketing elective courses can be counted as Business Administration elective courses (registration is done during the first two weeks of the semester).

▪ Intensive course. Attendance is mandatory.

* You need to choose between the 2 courses 3046 or 3047

Introduction

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

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

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

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

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

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

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

First Year /Dual Major Business Administration and Economics

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

Fall Semester Courses

709	Advanced English I Ms. Miriam Symon	4		0		Exam
43	Principles of Marketing Management Dr. Yaniv Gvili	4		4		Exam

Spring Semester Courses

710	Advanced English II Ms. Miriam Symon	4		2	Advanced English I	Exam
42	Fundamentals of Finance Mr. Erez Levy	4	1 no credit	4		Exam

Economics Mandatory Courses

Fall Semester Courses

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

Spring Semester Courses

9008	Mathematics II for Economics Mr. Hever Schulberg	4		4	9007	Exam
9010	Statistics II for Economics	4		4	9009	Exam

2019/2020

9683	Microeconomics I: consumers and firms' behavior under perfect competition Mr. Ido Isdorfer	4	2	3	9115 9007	Exam
9632	Course R Dr. Avichai Lifshitz	2	0			Exam
9684	Principles of Macro Economics Dr. Yael Hadass	2	2	2	9115	Exam
Total Semester Hours				35		

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

Second Year /Double Major Business Administration and Economics

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

Fall Semester Courses

2362	Organizational Management Dr. Ofira Shraga	4		4		Exam
50	Fundamentals of Accounting Dr. Ron Lazer	3	1	4		Exam

Spring Semester Courses

61	Investment Theory Prof. Amir Rubin	4		4	Fundamentals of Finance	Exam
2150	Entrepreneurship and Business Management Dr. Uri Aizik	3		3		Exam
2318	Marketing Communication Dr. Rinat Satchi	4		4	Principles of Marketing Management	Exam

Economics mandatory courses

Fall Semester Courses

9018	Microeconomics II :Consumers and Firms Behavior Under Perfect Competition Dr. Carolina Silva	4	2	5	9115 9008 9009 9010 9012	Exam
9020	Macroeconomics I Dr. Yaniv Yadid- Levi	4	2	5	9007 9008 9009 9010 9012 9017 9115	Exam
9022	Introduction to Econometrics Dr. Carolina Silva	3	1	4	9115 9009 9010	Exam

9012

9017

Spring Semester Courses

9021	Macroeconomics II Dr. Oren Levintal	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Exam
9023	Econometrics 1 Dr. Carolina Silva	2	2	4	9022	Exam
9019	Microeconomics III :consumers and firms behavior under perfect competition Dr. Carolina Silva	3	2	5	9007 9008 9012 9018	Exam

Total Semester Hours**42**

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

Third Year /Double Major Business Administration and Economics

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

Mandatory Seminar

Year-long Course

2068	Finance Seminar	4		4		Paper
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Fall Semester Courses

95	Financial Statements Mr. Eyal Amitay	2	2		Fundamentals to Accounting	Exam
248	Futures and Options Markets Dr. Yael Eisenthal	2	2	Investment Theory	Exam	248
2332	Corporate Responsibility Dr. Shira Daskal	2		2		Exam
2319	Customer Management in the Information Era Ms. Ofrit Kol	2		2		Paper
2353	Financial modeling Mr. Tal Mofkadi	2		2		Exam
3038	selected topics in marketing innovation Mr. Moshik Miller	2		2		Paper

Spring Semester Courses

2234	Business Law Adv. Joel Slawotsky	4		4		Exam
401	Financial Risk Management Mr. Leonl Sandler	2		2	Investment Theory	Exam
2322	Digital Marketing Mr. Yanay Sela	2		2		Paper
238	Company Valuations Dr. Amos Baranes	2		2	Financial Statements	Exam

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481	Leadership In Organization Dr. Tal Katz-Navon	2	2	Exam
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Economics mandatory courses

Fall Semester Courses

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

Spring Semester Courses

9044	Empirical Project: Finance and Capital Markets Dr. Yael Hadass	4	2	5	9007 9008 9009 9010 9012 9017 9115 9020	Exam
2328	Excel for Advanced Ms. Liat Erel	2	2	2		Exam
E						
Total Semester Hours				42		

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

Exam Schedule

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

2019/2020

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