“The MBA is geared towards students who obtained a BA in all fields and offers an in-depth specialization in one or two of the various fields of management (finance, marketing, organizational behavior, internet studies, operation management)...”

Prof. Gur Mosheiov
Head of MBA Program

Masters of BUSINESS ADMINISTRATION

The School of Business Administration’s flagship MBA program equips students with a cross-functional skill set to analyze, synthesize and utilize “big picture” thinking to meet the demands of a competitive and increasingly complex business world.

• Finance and Banking
• Marketing
• Organizational Behavior and Human Resource Management
• Internet Studies
• Strategy and Entrepreneurship
• Operations Research and Management

Within each area of specialization, theory and practice extend beyond local and Western business culture, encompassing the economies and markets of East Asia and Latin America.
Marketing
Prof. Jacob Goldenberg, Head
Marketing deals with the most important asset of every firm – its customers. Our faculty members teach in top schools worldwide, collaborating and producing leading research in the field. We provide our students with the state-of-the art tools to understand customers and markets dynamics. Marketing is an integrative field – our students combine advanced tools from mathematics, computer science and psychology to study marketing research, branding, advertising, creativity, marketing strategy, pricing, new product development and social network dynamics.

Organizational Behavior and Human Resources Management
Prof. Lilach Sagiv, Head
“Understanding organizations and the people in them form the core interests of scholars studying Organizational Behavior”, says Lilach Sagiv, adding, “our faculty produce cutting-edge research, published in the leading journals in the field. Members of our group were trained at top institutions, including Columbia, Cornell, Berkeley, and the University of Michigan. We study individuals, teams, organizations and industries across a variety of cultural settings. Our program attracts exceptional MBA and Ph.D. students who are able to apply the theoretical grounding we provide across a broad range of organizational settings.”

Strategy and Entrepreneurship
Dr. Niron Hashai, Head
The Strategy and Entrepreneurship specialization borrows from all related disciplines to offer senior management an integrative view enabling corporations to outperform their competitors. “Students are equipped with specialized analytical tools to create and sustain competitive advantage at the firms they will be serving” explains Niron Hashai. “They receive training in market attractiveness evaluation, resource and capability generation, preparation for international expansion, enacting group simulations and incorporating real issues into writing business plans so that the firms they will manage can renew and innovate for sustained periods of time.”

Finance and Banking
Prof. Zvi Wiener, Head
“We offer a program that is intellectually rigorous and internationally acclaimed,” notes Zvi Wiener, “a natural outcome of our faculty members’ publication rate in the field’s top-tier scientific and practitioner journals and recognized in recent major grants from giants like Teva and the EU.” Students also reap benefit from faculty members’ partnerships with the PRMIA Institute, with leading universities around the world, and with think tanks such as the Milken Institute.

Building upon the foundation of our comprehensive core curriculum, students choose from a range of specializations designed to complement a broad management education.

Economics and Finance
Senior Economic Advisor to the Prime Minister

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“If you want to know what Business textbooks will be saying in five years, you’ll hear it at the Hebrew University School of Business Administration right now.”

Prof. Yishay Yafeh
Deputy Dean

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Internet Studies

*Prof. Ronen Feldman, Head*

Multi-disciplinary and collaborative, Internet Studies originated at the Hebrew University’s School of Business Administration as a distinct specialization. “Whereas the more common Information Studies format focuses on building computer information systems and their analysis,” explains Ronen Feldman, “our students research the connections between the Internet, finance and statistics, gaining expertise in data-mining, text-mining, social networks, business applications of game theory, electronic commerce and product development.”

Operations Research and Management

*Prof. Gur Mosheiov, Head*

This concentration equips students with the comprehensive understanding and skills fundamental to product development and manufacturing operations. “Students gain expertise in the theory and practical skills to secure their firm’s competitive position within uncertain and changing environments,” Gur Mosheiov notes. Case studies, simulations and class experiments prepare students with an integrated and solid base, applying information technology, technology and operations strategy, as well as the creation and delivery of services.