

The Jerusalem School of **Business Administration**

Founded by Daniel and Raphael Recanati

Courses and Registration for the Next Academic Year (2016-2017)

There are two types of courses available:

- **English Courses at the Business School.**

These are the primary courses you will be taking during your semester with us. They are taught by our top Teachers and Professors and are taken from each of our departments – Finance and Banking, Marketing, Strategy and Entrepreneurship, Organizational Behavior, Information systems, Social Networks and more. The outlines of these courses can be found below.

- **English Courses at the Rothberg International School**

The business school formed an agreement with The Rothberg International School in order to enrich your learning experience with us. Here you can sign up to courses in a variety of topics, such as Middle Eastern Studies, Non-Profit management, Religion, Archeology and more. These courses are all taught in English and can be found here: <https://overseas.huji.ac.il/academics> (Please make sure to select graduate or undergraduate depending on your program)

Important information:

- 1- All Business School courses are graduate level (unless otherwise mentioned) but open to undergraduate students as well (due to language considerations). Rothberg courses are separate for Graduate and Undergraduate.
- 2- It is recommended to study approximately 12 credits during a semester
- 3- All courses require prior approval from your home institution
- 4- Registration for all courses, including the Business School, takes place on the Rothberg International website using your personal code and Student ID number.
- 5- You will have 1 week to try Rothberg International Courses and 2 weeks to try Business School courses before being required to finalize your schedule.
- 6- Prerequisites- some courses have prerequisites. Personal consideration will be given to exchange students, please don't hesitate to contact us in this matter.

For a complete Hebrew University Academic Calendar (Dates, Holidays etc.) please visit this [link](#).

The Rothberg calendar can be slightly different, and it applies to you as well assuming you are taking their courses: [Undergraduate](#), [Graduate](#)

Outlines of English Courses at the Business School

Semester A- Fall Semester

FINANCIAL INNOVATION

course number: 55721, Tuesday 18:30-21:00. **This course is worth 3 credits.**

Proff. Glen Yago

The course focuses on the means and methods of finance applied to social, economic, and environmental challenges of development. Financial innovations give rise to new intermediaries (e.g., community venture capital, revolving small business loan funds, social investment banks), new types of instruments (structured finance, micro finance, social impact bonds, etc.), and new services or techniques (ETFs, mission related investing, public-private partnerships) to create jobs, build communities, and enable capital formation and economic growth.

CREATIVITY IN ORGANIZATIONS

Course Number 55690, Sunday 18:30-21:00. **This course is worth 3 credits.**

Dr. Sharon Arieli

The ability to perform creatively plays an important role in gaining a competitive advantage in many areas of business management, and is often associated with personal and organizational success. Indeed, people and organizations constantly strive to improve their creative performance. But is it even possible? For many years, creativity has been considered a "gift" that one is either born with or not. Thus, it has been generally believed that creative managers and employees are born, not made. Recent approaches view creativity in a more malleable manner. They are grounded in the assumption that the ability to be creative can be facilitated and nurtured by organizations. Creativity, then, is a skill that can be acquired and improved by practice; it can be part of the manager's toolbox, and it can be applied on demand. The course discusses three prominent elements that impact creativity -- the person, the process, and the culture -- and argues that amplifying creativity in organizations can be gained by considering the interactions between these three factors.

Prerequisites: Fundamentals of Marketing Management/ Marketing Management (may be learned in parallel with course 55905 – Marketing Management)

MARKETING MANAGEMENT

Course Number 55905, Sunday and Wednesday 15:30-18:00 for second half of the semester. **This course is worth 3 credits.**

Dr. Michal Hertenstein

This course addresses the design and implementation of the best combination of marketing efforts to carry out a firm's strategy in its target markets.

The course deals with defining value to the customer and value to the firm, consumer and market research. We study techniques for Segmentation, Targeting, and Positioning. We review basic concepts of the marketing mix elements: product, distribution, pricing and marketing communication.

Prerequisites: Preparatory Course in Mathematics/ Statistics for Business Administration/ Business Economics A

INTRODUCTION TO FINANCE

Course Number 55904, Thursday 15:30-18:00. **The course is worth 3 credits.**

Proff. Moshe (Shiki) Levi

This is an introductory course which covers some of the most important topics in Managerial Finance. Emphasis is placed on the optimal allocation of resources for individuals and corporations. The first part of the course deals mainly with optimal decisions under certainty, where resources are allocated over time, while the second part analyzes decisions under uncertainty. Some of the topics covered include: the time value of money, calculation of present values, bond and stock valuation, portfolio selection, risk and return, capital budgeting, and an introduction to options.

Prerequisites: **Statistics for Business Administration/ Business Economics A/ Business Economics B**

INTRODUCTION TO FINANCIAL ACCOUNTING

course number: 55902, Thursday, 18:30-21:00. **This course is worth 3 credits.**

Dr. Bini Segal

The purpose of this course is to introduce the concepts, vocabulary, procedures and uses of financial accounting. The course emphasizes understanding the processes and procedures of financial statements and their interpretation. Course/Module Content: See details in syllabus on course website: The Accounting Process, Balance Sheet and Income Statement Concepts, Statement of Cash Flows, Quality of Earnings and Critical Accounting Analysis, Ratio Analysis, Receivables and Revenue Recognition, Inventories, Long-lived Assets, Long-term Liabilities, Shareholders' Equity.

INTERNATIONAL REAL ESTATE FINANCE

course number: 55673, mini course: 14/11 - 17/11, 20/11 14:30-17:00. **This course is worth 1 credit.**

Prof. Effi Benmelech

This course will expose students to the importance of both strategy and execution in the world of cross-border real estate investments. Topics will include the rationale for international investing (opportunities and risks); top-down macro factors influencing real estate markets; micro-market factors influencing real estate investment performance; and the role of transparency, taxes and legal rights in different countries. Students will analyze international private equity funds and internationally listed real estate companies and they will examine case studies of cross-border investment decisions. The format of the class will include lectures from the professor, case study discussions, and guest speakers. Readings will include recent articles that analyze international real estate drawn from both academic and practitioner literature.

Prerequisites: Introduction to Finance/ Fundamentals of Finance

STRATEGY EXECUTION

course number: 55684, mini course: Thursdays x2: 22/12/16, 29/12/16 – 14:30-20:00. Fridays x2: 23.12.16, 30.12.16- 8:30-14:15. **This course is worth 2 credits.**

Proff. Daniel Simanovitch

Surveys witness that two thirds of business and corporate strategies fail not due to poor strategy but poor implementation of strategy. This course will help you understand what goes wrong in strategy execution and how to significantly improve the odds success. INSEAD's strategy execution framework that has been applied successfully by many executives over the last few years. This framework systematically addresses the following questions:

- Do you have a viable strategy?
- Do you have a comprehensive plan?
- Do you know the hidden barriers?
- Do you know how to overcome the barriers?
- Do you have the critical skills?

CROWDFUNDING AND ALTERNATIVE MARKETS

course number: 55755, mini course: Tuesday 3/1 11:00-15:00, Wednesday 4/1 11:00-15:00, Friday 6/1 08:00-14:00, Tuesday 10/1 11:00-15:00, Wednesday 11/1 11:00-15:00, Friday 13/1 08:00-14:00. **This course is worth 2 credits.**

Prof. Orly Sade

Crowdfunding is a funding mechanism which leverages the internet and social networks, in order to raise small amount of funds from a large number of investors. Crowdfunding has the potential to change the traditional financial markets and its use is growing dramatically around the globe.

In this course, students will learn about the different financing models; reward, equity, P2P lending and charity. Students will be introduced to the leading crowdfunding platforms in Israel and around the globe.

The course will consist of lectures, guest presentations, a group project with presentations and a case study.

INTERNET TECHNOLOGY

Course number: 55889. Wednesday 19:30-22:00. This course is worth 3 credits.

Prof. Ronen Feldman

The course presents answers such as, how a internet-based information system is built and functions, which tools and technology exists in the internet in order to build such a system, and the existing means in the internet to promote the marketing of such a system and the product that such a system could provide. On successful completion of this module, students should be able to:

Build a fundamental information system that includes website, database, and the communication between them. In addition, the students will learn how to promote websites on search engine results, and to market correctly in the world of the internet.

BUSINESS IN EAST ASIA

Course number 55539, Monday 14:30-16:00. The course is worth 2 credits.

Prof. Kenneth Alan Grossberg

This course will survey economic developments in the Pacific Rim of Asia and will analyze the opportunities and challenges for doing business in that region. We will briefly look at all of the Pacific Rim countries, from China and Japan to Korea and Indonesia, and will focus on topics such as the effect each country's political and economic system has on trade and foreign investment, the impact of social and cultural systems on management and business practices, and the vagaries of marketing, product development and conducting business negotiations in this enormous and rapidly changing trading area.

CHINESE CORPORATE FINANCE

Course number 55785, Mini course, Thu-Fri 8-9 December. The course is worth 1 credit.

Prof. Qiao Liu, Guanghai School of Management, Peking University

With the rise of the Chinese economy, corporate China surge onto the scene. As of 2015, China already boasts more than 20% of the Fortune Global 500 companies in the world. Despite the

fact that Chinese firms grow quickly in size, few are truly world-class. Now, the Chinese economy is going through a transition from an investment led to an efficiency driven economy. Firms are confronted by tremendous amount of challenges, and of course, opportunities as well.

In this course, we will address the proceeding issues from a corporate finance perspective. I will invite you to position yourself as a founder or CEO of a Chinese firm (possibly a publicly listed firm). You will be facing a series of tough challenges: How would you assess an investment opportunity? How would you gauge the value of a firm or a project? What could be the optimal financing structure?

This course will teach important analytical frameworks to address these challenges. It will provide you with an opportunity to further your understanding of finance theories and how to apply them in real life to generate lasting value creating impact.

Semester B- Spring Semester

ELEMENTS OF ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES

Course Number 55922, Sunday 15:30-18:00. **The course is worth 3 credits.**

Mrs. Tamar Gross

This introductory survey course considers basic individual, group and organizational processes in the workplace. We will address issues such as personality, motivation, perception, decision-making, leadership, work stress, and culture. The main theories of the field and the practical implications that derive from such theories are approached through a variety of means such as class exercises, group discussions, and case analyses.

MANAGERIAL LISTENING SKILLS

Course Number 55741, Wednesday 15:30-18:00. **The course is worth 3 points of credits.**

Professor Avraham Kluger

Whereas management consultants argued for years that good listening skill characterizes successful people (e.g., Covey's "The 7-habits of highly effective people"; Tom Peters' video), only in the past decade, research revealed substantial consequences of listening. Therefore, this course will invite participants to learn how to become more influential, by acquiring both the cognitive understanding of listening, and the soft skill that appears to make strong impact in business, and in life in general.

QUANTITATIVE MODELS IN MANAGEMENT

course number 55815, Sunday 15:30-18:00. **The course is worth 3 credits.**

Professor Gur Mosheiov

The course deals with the solution of decision problems in various areas in management. We focus first on modeling, i.e., on defining the decision variables, the objective function and the constraints. Then we introduce appropriate solution techniques. A major part of the course deals with linear programming. We also cover problems in project planning ("critical path"), decision trees and the value of information, and simulation. The Excel-based optimization software SOLVER will be used extensively.

Prerequisites: Preparatory Course in Mathematics/ Statistics For Business Administration

THE ART AND SCIENCE OF NEGOTIATION

Course Number 55670, Thursday 14:30-18:00, starting 3 weeks into the semester for 8 classes.

This course is worth 3 credits.

Dr. Shoham Halel

This class will introduce you to the science of negotiation, as well as give you a chance to practice its art. We will develop a scientific framework for understanding negotiations, and learn about the main theories, analytical concepts and empirical findings in this area. We will review some important negotiation insights from the literature on social psychology and judgment and decision making. Specifically, the first classes will introduce central analytic concepts (e.g., zone of possible agreement, integrative vs distributive negotiation). Importantly, we will learn how to apply the theories to actual negotiation, and practice "the art" of negotiation in class exercises. In each exercise, you will be assigned a particular role in a negotiation case, and will negotiate with one or more counterparts. Through these exercises, you will get introduced to some of the more central issues and negotiation, as well as improve your negotiation skills and become a more effective negotiator.

NEW PRODUCT POLICY

Course Number 55921, Tuesday 18:30 – 21:00. **The course is worth 3 credits.**

Dr. Renana Peres

Successful introduction of new products to the market is the daunting task of many marketing executives. In fact 90% of the new products fail.

Whether you work for a startup or a large company, whether you sell products or services, and whether your customers are individual consumers or companies – most of the chances are that you will be involved in the development and marketing of a new product throughout your career.

This course is intended to

- Familiarize you with the concepts new product design and development.
- Introduce you to the important managerial issues in new product design
- Present you with the state-of-the art methods for in new product ideation, design, development and marketing.

Prerequisites: Fundamentals Of Marketing Management/ Marketing Management

FINANCIAL REPORTING AND ECONOMIC ANALYSIS

Course Number 55760. Half Semester only. Sunday 18:30-22:00, Wednesday 14:30-18:00 on selected dates which will be provided before the semester starts. **The course is worth 3 credits.**

Dr. Bini Segal

This course addresses selected topics in financial reporting by corporate executives and the analysis of such reports by a wide variety of stakeholders. The course is designed for students who will work with financial statements after graduation and throughout their careers.

The course meets its objectives by building on and reinforcing basic concepts as well as covering selected financial reporting topics not discussed in the Financial Accounting or core Finance courses. We will discuss a range of financial reporting principles, emphasizing the link between the reporting principles, the financial statements, and the underlying economics. We will learn how management uses financial reporting decisions to influence reported income and asset and liability values, and acquire the tools necessary to analyze the impacts of alternative reporting decisions on financial statements in order to perform sound economic analysis. In the course we will also address the financial reporting reasons for various corporate reporting scandals at such companies as WorldCom, Parmalat, Xerox and others.

Prerequisite: Introduction to Financial Accounting/ Fundamentals of Accounting

BUSINESS ENTREPRENEURSHIP

Course Number 55708, Tuesday 15:30-18:00. **The course is worth 3 credits.**

Dr. Micki Eisenman

Entrepreneurship is the process of creating something new and valuable by 1) devoting the necessary time and effort, 2) assuming the accompanying financial, psychological, and social risks, and 3) receiving the resulting rewards of monetary satisfaction and independence (Hisrich and Brush, 1985). In this

course, we will study the problems and decisions that owners of small businesses face and discuss the types of skills and solutions that can be applied in response. In doing so, we will integrate many of the disciplines in the business school curriculum. In addition to teaching students the essentials of starting and managing a new business, from the definition and screening of ideas to the development of a business plan, the course places a special emphasis on effective communication and networking. Effective communication is demonstrated in both writing and speaking skills. The course emphasizes quality writing and engaged discussions. In addition, students will each be required to give presentations.

COMPETITIVE STRATEGY

Course Number 55821, Wednesday 18:30-21:00. **The course is worth 3 credits.**

Dr. Micki Eisenman

This course focuses on understanding business strategy under conditions of competition and uncertainty. It discusses these matters from the point of view of a firm's top management team and applies a perspective geared toward creating sustainable competitive advantages. In the course, students study how the industry and its competitive structure affect strategy. Also, they study firm-level competencies and their impact on creating sustainable competitive advantages for the firm as well as various generic and growth strategies.

The course will allow students to accumulate terms, concepts, analytic lenses, and business models that relate to Strategy at the business unit and firm levels. It will develop their strategic analytic capabilities and increase their facility with determining a strategic direction for a firm, understanding the implementation issues involved with these strategies, and assessing their effectiveness.

INTERNATIONAL CORPORATE VALUATION

Course Number 55674, mini course: Tuesday 14/3, Thursday 16/3, Sunday 19/3, Monday 20/3: 14:30-17:00. **The course is worth 1 point of credit.**

Proff. Effi Benmelech

This course uses case studies to enhance the student's understanding of firm valuation – especially in the context of international valuation.

The course emphasizes the basic principles of corporate finance and is sufficiently general so as to be of interest to all students. It provides students with the opportunity to practice applying the concepts and theories developed in other finance courses to "real-world" problems. At its most fundamental level, the course attempts to improve problem-solving skills: problem definition, gathering and organizing the relevant information, developing feasible alternative courses of action, evaluating alternative choices, and recommending and defending the best course of action.

Prerequisites: Introduction to Finance/ Fundamentals Of Finance

FINANCIAL RISK MANAGEMENT B

course number: 55681, Sunday – 15:30-17:00. **This course is worth 2 credits.**

Dr. Yitzchak Horowitz

This course aims to provide students with an overview of methods, models, systems and techniques used by leading financial institutions (and some large corporates in their treasury operations) to quantify, monitor, limit and manage financial risks stemming from treasury and financial activities.

Prerequisites: Financial Risk Management A

AIR TRANSPORT MANAGEMENT

Course number 55885 , Monday – 18:30-21:00. **This course is worth 3 credits.**

Prof. Nicole Adler

The course begins with a review of the national, continental and global business environment within which air transport and logistics sectors exist. The second part of the course will highlight airline related issues and the last section analyses airports and all other elements of the aviation supply chain. The course is designed to help students to learn about the methods of analyzing (a) regulation and liberalization, (b) competition policies, (c) strategies and management functions including pricing and revenue management, marketing management, operations management, partnership/alliance management and (d) infrastructure strategy and management issues. Although the course materials will focus on airline and airport issues, most of the approaches and methods taught in this course can be applied not only to air transport industries such as aerospace, air traffic control and air freight logistics systems, but also to other service industries including tourism, telecom and IT industries. The course contributes to the overall objectives of the degree program by developing an understanding of the managerial methodologies and the underlying economics of the air transport industry and its players.

FIXED INCOME

Course Number 55728, Monday 15:30-18:00. **The course is worth 3 points of credits.**

Proff. Noah Stopman

This course especially develops tools for valuing and modeling risk exposures of fixed income securities and their derivatives. To make the material broadly accessible, concepts are, whenever possible, explained through hands-on applications and examples rather than through advanced mathematics.

Never-the-less, the course is highly quantitative and it requires good background in finance and statistical analysis as well as adequate analytical skills.

Prerequisites: Investments and Securities

SELECTED TOPICS IN MARKETING IN DIGITAL AND SOCIAL MEDIA

Course Number 55771, Tuesday 18:30-21:00. **The course is worth 3 credits.**

Dr. Yaniv Dover

During the last decade digital and social platforms have evolved considerably and are continuing to draw a user base that is steadily increasing. In light of these developments, and others, firms and organizations have begun recognizing the value of social media channels for marketing purposes with existing and potential customers. Social media channels tend to be channels of relatively-rich and quick communication that, theoretically, is cheap to produce.

In this course we will discuss the basic behavioral, social and technological principles that are at the base of an important part of the dynamics we observe over social media and social networks. We will focus on several basic examples out of which we will phrase basic principles for planning and designing marketing and business strategies. We will discuss the challenges and opportunities that exist in the usage of social media by companies and the role these strategies can play within a general marketing strategy.

Prerequisites: Fundamentals of Marketing Management/ Marketing Management

STRATEGIC IMPLEMENTATION SEMINAR – *graduate students only.

Course Number 55850, Thursday 18:30-22:00. **The course is worth 4 credits.**

Proff. Niron Hashai

The course is built on a global business simulation in which students need to take actions in terms of functional level, business level, global level and corporate level upper echelon decisions. At the end of the course the students will be able to appreciate the difference between strategy planning and strategy implementation

Prerequisites: Elementary courses in Business Strategy

STRATEGIC ALLIANCES: STRATEGY AND MANAGEMENT– *graduate students only.

Course Number 55768, Mini course- 07-09 march 14:30-20:00 10/March- 08:30-14:00. **The course is worth 2 credits.**

Professor Oded Shenkar

The objective of this course is to introduce students to the principles underlying the development and implementation of strategy and management (and occasionally other areas) as they pertain to strategic alliances, and provide them with the tools to accomplish this task. We treat the strategic alliance as a distinct, complex form of business that requires understanding of a number of management areas, including strategy, organization behavior, human resource management, and international business, as well as knowledge of other business functions, e.g., supply chain/ logistics, marketing, accounting and finance, among others. Your challenge is to integrate these diverse knowledge bases to a business form that is highly popular yet prone to failure, and do that in the context of a complex global and rapidly changing environment. At the completion of this course, you will master the terms, concepts, actors, and processes relevant to strategic alliances, be conversant in relevant theories, practices, and recent developments, and be capable of devising and applying solutions to key challenges.

Prerequisites: Elementary courses in Business Strategy