

The Jerusalem School of **Business Administration**

Founded by Daniel and Raphael Recanati

Courses and Registration for the next Academic Year (2017-2018)

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.** Final Assignment: Paper

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.

MARKETING MANAGEMENT

Course Number 55905, Tuesday 18:30-21:00. **This course is worth 3 credits.** Final Assignment: Exam

Dr. Renana Peres

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.** Final Assignment: Exam

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, Wednesday, 19:30-22:00. **This course is worth 3 credits.** Final Assignment: Exam

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: 29/11, 30/11, 3/12, 4/12, 5/12 14:30-17:00. **This course is worth 1 credit.** Final Assignment: Paper

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

CROWDFUNDING AND ALTERNATIVE MARKETS

course number: 55775, mini course: Times TBD. **This course is worth 2 credits.** Final Assignment: Exam 1/12 (08:30-14:00), 4/12, 6/12, 8/12 (08:30-14:00), 11/12, 13/12, **11:30-15:00**

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.

FINANCIAL RISK MANAGEMENT

course number: 55681, Monday – 18:30-20:00. **This course is worth 2 credits.** Final Assignment: Exam

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.

QUANTITATIVE MODELS IN MANAGEMENT

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

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

ELEMENTS OF ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES

Course Number 55922, Wednesday 15:30-18:00. **The course is worth 3 credits.** Final Assignment: Exam

Prof. Shaul Oreg

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.

TOPICS IN FINANCIAL ECONOMICS

Course Number 55710, mini course- 12/12/17 13/12/17 14/12/17 18/12/17 19/12/17 20/12/17 21/12/17 24/12/17 14:30-17:00. **The course is worth 2 credits.** Final Assignment: Paper

Prof. Yishai Yafeh and Prof. Andrew Elul

This course provides an empirical treatment of major topics in corporate finance, including: capital structure and financial contracting; real investment behavior; financial intermediation; and labor and finance. It will also provide an understanding of the key empirical research design and methods used in corporate finance. An understanding of corporate finance theory is important, as the tests are informed and motivated by many of the theories that you either studied or will be studying in the future.

The format of this class will primarily be discussion. This means that you will be required to do a significant amount of discussion about the various papers set for reading and covered in the class. You are expected to have thoroughly read most of the papers assigned for the day before you come to class. The success of this class depends as much on your preparation for class as on mine. The focus of the course will be on the research design of the papers we cover and will answer each of the following questions. You should be prepared to answer or intelligently discuss each of these questions when you come to class.

EMERGING MARKETS STRATEGY

Course Number 55747, mini course- 18-19-20/12/17 14:30-22:00. **The course is worth 2 credits.** Final Assignment: Paper

Professor Sharon Belenzon

The course focuses on firms based in emerging market economies. By emerging market economies, I mean countries that have established a moderate degree of commercial infrastructure such as labor markets, legal transparency, and capital markets. These markets – ranging from the BRIC countries of Brazil, Russia, India, and China to countries in Africa, Latin America, Asia, and the Middle East – are now the most dynamic economies in the world. Success in these countries requires modifying conventional business strategy to reflect the distinct conditions of the emerging markets. The course explores key similarities and differences of business strategy in these emerging market economies. We will explore why and how strategies in emerging markets differ in both kind and intensity. Four reasons stand out: dynamic competitive advantage, complex management of resources, inherent uncertainty, and political environment. In turn, these affect a range of strategic decisions such as positioning in the value chain, managing human resources, innovation, and growth and expansion.

Semester B- Spring Semester

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.

THE ART AND SCIENCE OF NEGOTIATION

Course Number 55670, 12/04/18 26/04/18 03/05/18 10/05/18 17/05/18 24/05/18 07/06/18
21/06/18 14:30-18:00

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

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.

BUSINESS 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: 10/04/18 11/04/18 12/04/18 15/04/18 16/04/18
: 14:30-17:00. **The course is worth 1 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

FIXED INCOME

Course Number 55728, Thursday 14:30-17:00. **The course is worth 3 points of credits.**

Dr. Idan Hodor

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

STRATEGIC IMPLEMENTATION SEMINAR – *graduate students only.

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

Dr. Shai Harel

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

STOCK MARKETS AND FINANCIAL SYSTEMS AROUND THE WORLD (Course Number 55977, for first half of semester only, twice a week on Tuesdays and Thursdays 18:30-21:00) (Exam will be in the last class – after 7 weeks)

Professor Yishay Yafeh

The course is worth 3 points of credits = 42 academic class hours

The course offers an overview of several major topics in financial economics on the basis of international comparisons of financial systems across countries and time periods. Among the topics discussed are the emergence and evolution of financial systems, the law and finance paradigm, the debate on universal banking and the optimal regulation of banking systems, venture capital and the financing of innovative firms, business groups and the optimal scope of the firm in different financial environments, and the globalization of financial markets in historical perspective.

CREATIVITY IN ORGANIZATIONS (Course Number 55690, Sunday 18:30-21:00)

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.

The course critically reviews and integrates recent approaches for amplifying creativity in organizations. Combining lectures, class exercises and simulations, the course offers students the opportunity to learn how to facilitate problem solving, the identification of opportunities, and novel idea generation. This course will focus on new product development and creative marketing actions. We will also touch upon communications and dilemma resolution.

FINANCIAL REPORTING AND ECONOMIC ANALYSIS (Course Number 55760, Wednesday 14:30-18:00 excluding 25.4, 5.5, 27.6)

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.

Pre-requisite: INTRODUCTION TO FINANCIAL ACCOUNTING or FUNDAMENTALS OF ACCOUNTING

CORPORATE SUSTAINABILITY (Course Number 55789, 16/05/18 17/05/18 21/05/18 22/05/18 – 14:30-20:-00) 2 Credits. MA students only.

Prof LIANNE LEFSURD

Issues around sustainability – meeting the needs of the present without compromising the ability of future generations to meet their needs – have become important to industry, government and society.

This course will help you develop a critical approach to address these issues by: 1) becoming aware of the challenges, opportunities and solutions; 2) examining your own and others' existing assumptions; and 3) identifying ways of framing and navigating sustainability issues. This requires an understanding of three facets of sustainability – adapting to new demands, dealing with multiple stakeholders and creating a temporal horizon – that can serve as the basis for deepening your understanding of issues as connected with sustainability.

GOVERNANCE OF GLOBAL VALUE CHAINS | (Course Number 55794, 07/06/18 – 14:30-20:00, 08/06/18-08:30-14:00, 14/06/18- 14:30-20:00, 15/06/18- 08:30-14:00) 2 Credits. MA students only.

Prof Anthony Gorzen

INVESTOR SENTIMENT AND TEXTUAL ANALYSIS (Course Number 55757, 15/5, 16/5, 17/5, 29/5, 30/5) 2 Credits. MA students only.

Prof. Noah Stopman