

# The Jerusalem School of **Business Administration**

Founded by Daniel and Raphael Recanati

## Courses and Registration

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:** Master students only. 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**

### **CROWDFUNDING AND ALTERNATIVE MARKETS**

course number: 55775, mini course: 19/10, 23/10, 25/10 , 26/10 , 30/10 ,1/11. 10:30-14:00 (Friday 8:30-13:00) **This course is worth 2 credits.** Final Assignment: Exam

#### **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.

### **QUANTITATIVE MODELS IN MANAGEMENT**

course number 55815, Sunday 18:30-21:00. **The course is worth 3 credits.** Final Assignment: Exam

#### **Mr. Amir Brodner**

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.

## **EMERGING MARKETS STRATEGY**

Course Number 55747, mini course- Sunday the 16<sup>th</sup> of Dec: 14:30-18:00 with a break between 16:00-16:30, Monday the 17<sup>th</sup>: 14:30-18:00, Tuesday the 18<sup>th</sup>: 14:30-18:00, Wednesday the 19<sup>th</sup>: 14:30-18:00, Sunday the 23<sup>rd</sup>: 14:30-18:00, Monday the 24<sup>th</sup>: 14:30-18:00

**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.

Pre-requisites – Master level only

**STOCK MARKETS AND FINANCIAL SYSTEMS AROUND THE WORLD** (Course Number 55977, Monday 15:30-18:00)

### **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.

Pre-requisites- Master level only. BA students can ask special permission if interested.

**BLOCKCHAIN AND CRYPTOCURRENCIES** (Course Number 55669, Mini Course, time TBD)

**Alexander Lypton**

The course is worth 1 credit.

**TEXT MINING FOR BUSINESS APPLICATIONS**

(Course Number 55703, Monday+Wednesday 18:30-21:00 for 7 weeks only. Exact dates TBD)

**Prof. Ronen Feldman**

The course provides an overview of the main techniques and applications of the text-mining field. Main topics are information categorization, information extraction, building crawlers for data gathering and sentiment analysis. The objective of the course is to provide methods for text-mining and experiment with building systems for analyzing large collections of documents. The course focuses on different techniques, algorithms for realizing these techniques and applications of the techniques in the business world. On successful completion of this module, students should be able to: Design and build a fundamental text mining system for analyzing large collections of documents. Students will be able to apply various methods for information categorization, information extraction, building crawlers for data gathering and sentiment analysis.

The course is worth 3 credits.

**DATA ANALYTICS COMPETITION** (Course Number 55734, Monday 15:30-18:00 )

**Prof. Nicole Adler and Dr. Lev Muchnik**

The course is worth 3 credits.

Student teams are given the same business problem, data sets, and access to software to solve a challenging problem using an OR/analytics approach. A panel of industry and academic experts judge written submissions based on teams' use of the full analytics process, from framing the problem to methodology selection, data use, model building and innovation. Teams selected as finalists present their solutions to a judging panel at the INFORMS Business Analytics Conference in April, with the winners announced at the conference.

Course/Module aims:

1. Gain practical experience in taking a business problem and solution through the complete OR/analytics decision process.
2. Work on a real business problem, of critical importance to the company serving as Title Sponsor.
3. Demonstrate skills in organization, teamwork, communication, and presentation.
4. Win valuable prizes and bragging rights for their school!

successful completion of this module, students should be able to:

At the end of the course students should be able to formulate a decision problem as a mathematical model, solve by using an appropriate software and present their results convincingly to their colleagues.

Pre-requisites- Resume's must be sent to Prof. Adler in order to be considered for participation in the course.

### **DATA SCIENCE FOR FINANCE**

(Course Number 55703, Monday+Wednesday 18:30-21:00 for 7 weeks only. Exact dates TBD)

**Prof. Ronen Feldman**

The course is worth 3 credits.

**DEVELOPMENT MODES CHOICE & MANAGEMENT** (Course Number 55792, 2 credits, mini course: 9/01/19, 10/01/19, 16/01/19, 17/01/19 All at 10:30-16:00)  
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**Dr. Xavier Castaner**

**PRINCIPLES IN BIOMEDICAL RESEARCH** (Course Number 55874, 2 credits, Thursday 17:30-19:00)

**Dr. MORRIS LASTER**

At the end of this course, students will be able to examine a new project, by way of understanding the medical need. The student will understand the necessary actions to reach proof of safety and efficacy of the product for the medical purpose, so that it can convince potential investors or partners. For this purpose, the student will prepare a "one-pager" which will include a summary of the development process of a chosen project and a presentation.

**Pre-requisites- Master level only**

**CORPORATE FINANCE** (Course Number 55942, mini course, 1 credit, 3/12/18 16/12/18 17/12/18 18/12/18 20/12/18, all at 14:30-17:00)

**Prof. Effi Benmelech**

This course provides a theoretical and empirical treatment of major topics in information economics, securitization, regulation and household finance. Capital Structure and Payout Policy, Finance and the Product Market, Internal capital Markets, Corporate Governance and the Market for Corporate Control, Executive Compensation

The course is worth 1 credit.

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## **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, 28/3/19, 4/4/19, 11/4/19, 16/5/19, 23/5/19, 30/5/19, 6/6/19, 20/6/19  
all at 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.

### **BUSINESS ENTREPRENEURSHIP**

Course Number 55708, Tuesday + Wednesday for first 7 weeks of semester only 15:30-18:00, dates TBD. **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, Tuesday + Wednesday for first 7 weeks only , 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: 12/03/19 ,13/03/19 ,14/03/19 ,17/03/19, 18/03/19  
: 10:30-13:00. **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

### **INTRODUCTION TO FINANCIAL ACCOUNTING**

course number: 55902, Short course: last seven weeks of the semester, Tuesday+Wednesday, 15:30-18:00. **This course is worth 3 credits.** Final Assignment: Exam

#### **Dr. Elyashiv Wiedman**

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.

**INVESTOR SENTIMENT AND TEXTUAL ANALYSIS** (Course Number 55757: 12/05/19, 13/05/19 at 15:30-18:00, 14-16/05/19 at 12:00-14:30) 2 Credits. MA students only.

**Prof. Noah Stoffman**

This course will introduce students to recent developments in the fast-growing literature that aims to understand the behavior of investors and firms by analyzing text and other new sources of information.

Students are expected to come to class prepared to discuss the assigned papers (see below). Each class will consist of a brief introduction by me, followed by a lengthy discussion of the papers. I expect students to participate actively in these discussions. In particular, students should consider the following questions when reading the papers:

1. What is the primary research question that the authors set out to answer?
2. How do the authors try to answer the question? What data do they use, and what are the econometric approaches taken?
3. What do they find?
4. Are the results believable? Are the conclusions supported by the evidence?
5. How could you improve the paper?
6. Is there a related question that you could answer through your own research?

**BUSINESS MARKETS & ECONOMIC GROWTH IN EAST ASIA** (Course Number 55403, Sunday 15:30-18:00)

**Professor Yishay Yafeh**

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

Since the 1970s, no region in the world has experienced growth rates similar to those of the economies of East Asia. What were the reasons for the phenomenal rise of the Japanese economy after World War II and what are the causes of its continued stagnation over the last two decades? What are the reasons for the “economic miracle” of Korea and what are the fundamental problems of this economy? And of course, what are the causes of the historically unprecedented growth of China? Will it last? Can China really overtake the US as world’s largest economic power?

**THE LANDSCAPE OF OWNERSHIP AROUND THE WORLD; AN ANALYSIS OF THE DIFFERENCES** (Course Number 55732, Dates TBD) Master level only. Mini course: 1 credit.

**Prof julian franks**

The first part of this half PhD course will examine how and why ownership differs across countries and the implications for the performance of the stock market, particularly for the governance of companies. The second part will examine the role of shareholder activism in correcting the market failures that arise particularly in those stock markets where the ownership of companies is dispersed.

**THE CURRENT STATE OF TECHNOLOGY** (Course Number 55677, Monday 18:30-20:00)

**Profesor Amnon Dekel**

2 credits