

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

CREATIVITY AND INNOVATION IN ORGANIZATIONS

(Course Number 55820, Tuesday, 18:30-21:15)

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 INNOVATIONS (Course Number 55721, Wednesday 18:30-21:15). **The course is worth 3 credits.**

Prof. Glen Yago

ENTREPRENEURIAL FINANCE (Course Number 55766, mini course: 12/01/20 13/01/20 14/01/20 15/01/20 16/01/20. 15:30-18:15. **The course is worth 1 credit.**

Prof. Marco Da Rin

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ADVANCED ENTREPRENEURIAL FINANCE (Course Number 55705, mini course: 12/01/20 13/01/20 14/01/20 15/01/20 16/01/20. 18:30-21:15 (Except for 13/01/20 – 18:00-20:45). **The course is worth 1 credit.**

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AIR TRANSPORT MANAGEMENT

Course number 55885 , Tuesday – 15:30-18:15. **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.

MARKETING MANAGEMENT

Course Number 55905, Wednesday 15:30-18:15. **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, Friday 8:30-11:15. **The course is worth 3 credits.** Final Assignment: Exam

Prof. 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: 06/12/19 10/12/19 11/12/19 13/12/19 17/12/19 18/12/19. 10:30-14:15 (Friday 8:30-14:15) **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, Friday 11:30-14:15. **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

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

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. Fundamentals of Finance and Basic Principles of Economics (Micro). BA students can ask special permission if interested.

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

Prof. Alexander Lypton

The course is worth 1 credit.

This course provides an introduction to distributed ledger technology, blockchains and cryptocurrencies, and their potential applications in finance and banking.

The course covers the basics of cryptography and its applications to cryptocurrencies; historical examples to centralized cryptocurrencies; foundations of modern decentralized cryptocurrencies; Byzantine fault tolerant consensus; mechanics of Bitcoin platform including storage, mining, wallets, etc.; alternative platforms, including Ethereum; smart contracts; potential applications of decentralized ledgers in finance and their pros and cons.

TEXT MINING FOR BUSINESS APPLICATIONS

(Course Number 55703, Tuesday+Wednesday 15:30-18:15 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.

Prerequisites – Internet Technology/MBA or Introduction to Data Science or Data Science.

DATA ANALYTICS COMPETITION (Course Number 55734, Monday 18:30-22:15)

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 55759, Tuesday+Wednesday 18:30-21:15 for 7 weeks only. Exact dates TBD)

Master Level only.

Prof. Ronen Feldman

The main objective of this course is to train students in basics of python programming necessary to successfully accomplish MBA Big Data Analytics and Internet Studies tracks. It will focus on concepts necessary to load, manipulate and present data.

The course combines theoretical classes with in-class hand-on experience in which students will perform exercises under supervision of their instructor. It is designed for students with no prior programming experience or those acquainted with programming in other languages.

The course is worth 3 credits.

Prerequisite – Internet Technology/MBA or Introduction to Data Science or Data Science.

PRINCIPLES IN BIOMEDICAL RESEARCH (Course Number 55874, 2 credits, Thursday 16:30-18:15)

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

THE ART AND SCIENCE OF NEGOTIATION

Course Number 55670, 13/11/19 27/11/19 04/12/19 11/12/19 18/12/19 01/01/20 08/01/20 15/01/20. all at 14:30-18:15

This course is worth 3 credits.

Dr. Shoham Hillel

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, inte-

grative 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.

INTRODUCTION TO FINANCIAL ACCOUNTING

course number: 55902, Wednesday, 18:30-21:15. **This course is worth 3 credits.** Final Assignment: Exam

Dr. Benjamin 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.

Semester B- Spring Semester

ELEMENTS OF ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES

Course Number 55922, Friday 11:30-14:15. **The course is worth 3 credits.** Final Assignment: Exam

Ms. Aya Navon

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, Sunday 18:30-21:15. **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.

Master level. Available to third-year undergraduate students with the lecturer's approval.

BUSINESS ENTREPRENEURSHIP

Course Number 55708, Tuesday 15:30-18:15. **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.

Prerequisites – Business Strategy

BUSINESS STRATEGY

Course Number 55821, Friday 8:30-11:15. **The course is worth 3 credits.**

Dr. Dan Maron

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.

Students who have taken the "Strategic Management" course (55510) are exempt from taking this course.

INTRODUCTION TO VC WORLD AND ENTREPRENEURIAL FINANCE

Course Number 55824, Tuesday 15:30-18:15. **The course is worth 3 credits.**

Mr. Shaul Orbach

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

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?

Prerequisites: Introduction to Finance/ Fundamentals of Finance

THE LANDSCAPE OF OWNERSHIP AROUND THE WORLD; AN ANALYSIS OF THE DIFFERENCES (Course Number 55732, 31/03/20 01/04/20 02/04/20 05/04/20. 15:30-18:15) 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.

BUSINESS ECONOMICS A (Course Number 55795, Wednesday 18:30-21:15)
Master level only. 3 credits.

Dr. Lior Amsellem

The course "Introduction to Microeconomics" provides fundamental concepts and understanding individual behavior (consumer or firm) in a market economy with or without Government Intervention. This course offers tools for deep understanding of the micro-economic processes.

FUNDAMENTALS OF FINANCE (Course Number 55803, Monday 13:00-15:45)
3 credits.

Dr. Miriam Schwartz Ziv

The course is a rigorous, quantitative introduction to financial market structure and financial asset valuation. The main topics of the course are financial markets, arbitrage, portfolio selection, equilibrium asset pricing, fixed income securities and option pricing.

Prerequisites – Introduction to Statistics I (For Non Statisticians) and Basic Principles of Economics (Micro).

INTRODUCTION TO FIN TECH (Course Number 55722, Wednesday 15:30-16:15)

Master level only. 1 credit.

Prof David Gershon

The course introduction to provides an overview of FinTech in Israel and around the world. The course is given only in the first semester. The course will start with some overview of the development of technology in the financial sector, the technological revolution in banking in the past decade and the introduction of machine learning and big data to financial services. Then all the major areas of FinTech will be reviewed including: electronic and algo trading, risk management and investments, consumer and business payments and money transactions, blockchain and cryptocurrencies, P2P lending, crowd funding, consumer credit, RegTech, InsurTech. In the last part of the course we overview the state of the fintech industry in Israel and in the major FinTech centers around the world.

FINANCIAL INNOVATION - RESEARCH

course number: 55680. **This course is worth 3 credits.** Final Assignment: Paper. Dates TBD

Prof. 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.

Prerequisites - Registration for course must be approved by lecturer, and the student must have studied Financial Innovations.

MUTUAL FUNDS (Course Number 55663. Master level only. Mini course: 1 credit. Dates TBD.

Prof. Noah Stoffman

FINANCIAL REGULATION WORLD WIDE: PRINCIPLES, INSTITUTIONS APPLICATIONS

course number: 55718. Wednesday 18:30 – 20:15. The course is worth 2 credits.

Prof. Daniel Schydlofsky

FINANCIAL ANALYTICS

course number: 55720. Monday 15:30 – 18:15. Master level only. The course is worth 3 credits.

Dr. Yigal Newman

The course covers the basic fundamentals required to manage liquid financial assets using modern quantitative models.

We will discuss the progression of quant models throughout the years, present various groups of quant models and compare them to qualitative models. The course is based on the lecturer's ongoing practical experience as a quant asset manager.

Prerequisites – Data Science and Introduction to Science.

EMERGING MARKETS STRATEGY

Course Number 55747, mini course- 29/03/20 30/03/20 31/03/20 01/04/20 02/04/20. 15:30-18:15.

The course is worth 2 credits. Master level only. 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.

FINANCIAL REPORTING AND ECONOMIC ANALYSIS

Course Number 55760, 20/04/20 03/05/20 04/05/20 05/05/20 06/05/20 07/05/20 17/05/20 18/05/20 19/05/20 31/05/20 01/06/20 02/06/20 03/06/20 04/06/20. 12:30 – 15:15. **The course is worth 3 credits.** Master level only.

Dr. Benjamin Segal

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.

Prerequisites – Introduction to Financial Accounting or Fundamentals of Accounting, minimum 60 in both.

BUSINESS ANALYSIS VALUATION

Course Number 55817, Thursday, 12:30 – 15:15. **The course is worth 3 credits.**

Dr. Benjamin Segal

INTERNET TECHNOLOGY - MBA

Course Number 55889, Wednesday, 15:30 – 18:15. **The course is worth 3 credits. Master level only.**

Dr. Yiftach Nagar

We will discuss the structure and operation of various large internet-based systems, the existing technologies for constructing such systems, and the tools available on the Internet for promoting such system and the products it offers.

We will study the business relationships between the leading online companies, and their relations to the social networks of users.

Prerequisites – Students that studied Internet Technology are not eligible for this course.

NEW PRODUCT POLICY

Course Number 55921, Tuesday, 18:30 – 21:15. **The course is worth 3 credits. Master level only.**

Mr. Yehudi Lipman

Successful introduction of new products to the market is the daunting task of many marketing executives. Millions of new products are introduced to the market each year. 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 is not an easy task, and unfortunately, 90% of the new products fail.

All the marketing tools you acquired so far are relevant to new products. In this course we focus primarily on state of the art frameworks, concepts and tools that have been recently validated by innovative companies. We structure our learning around the following basic steps of the innovation process:

1. Opportunity identification
2. Idea generation

3. Design

4. Testing

Prerequisites – Marketing Management or Fundamentals of Marketing Management – 70 minimum.