



International Startup 360° MBA
Jerusalem School of Business Administration
The Hebrew University of Jerusalem
Pre-Business Track
2020-2021

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Course of Study

The Pre-Business Track is for students with a Non-Business Undergraduate Degree.

This track of the International Startup 360° MBA program consists of **50** credits over three consecutive semesters: Autumn, Spring and Summer (11 months):

- Basic Business Core Courses (24 credits)
- Startup 360° Courses (16 credits)
- Internship (4 credits)
- Trans-disciplinary Innovation Program (TIP); Summer Semester (6 credits)

Students will be expected to conclude all courses with a grade based on either an exam or written paper. The program requires prior basic knowledge in mathematics and statistics. Students who do not have a background in these areas will be required to complete two preparatory courses, held in the month prior to the start of the program. Students may request exemptions from prerequisite, basic-core or required courses based on previous studies. The request must be submitted to Mr. Raz Rabinovich with supporting documents (course syllabi). In the case of an exemption, the student will choose an elective course instead.

* Please note that a passing grade for all Basic Business Core courses is 70. A passing grade for all other courses including pre-courses is 60.



Curriculum

Prerequisite Courses (if not studied during undergraduate degree):

*Will be held in the month prior to the start of the program.

- 55796 Statistics
- 55797 Mathematics

Basic Business Core Courses (24 credits):

Autumn Semester:

- 55815 Quantitative Models (3 credits)
- 55902 Introduction to Financial Accounting (3 credits)
- 55904 Introduction to Finance (3 credits)
- 55905 Marketing Management (3 credits)

Spring Semester:

- 55795 Micro Economics (3 credits)
- 55821 Business Strategy (3 credits)
- 55889 Internet Technology (3 credits)
- 55922 Elements of Organization Behavior and Human Resources (3 credits)

Startup 360° Required Courses (16 credits):

Autumn Semester:

- 55820 Creativity and Innovation in Organizations (3 credits)
- 55824 Introduction to VC World and Entrepreneurial Finance (3 credits)

Spring Semester:

- 55676 Seminar: Management Venture Capital Fund (4 credits)
- 55696 Impact Investment (3 credits)
- 55822 Growth Strategies (3 credits)

Internship (4 credits):

- 55849 Internship in Organizational Development (annual) (4 credits)

Required Summer Semester Course (6 credits):

- 55662 Trans-disciplinary Innovation Program (TIP) (6 credits)



Elective Courses

During their studies, students can take extra courses from courses offered below, with no additional charge.

Autumn Semester:

- 55663 Mutual Funds (1 credit)
- 55669 Blockchain and Cryptocurrencies (1 credit)
- 55703 Text Mining for Business Applications (3 credits)
- 55722 Intro to Fin-Tech (1 credit)
- 55759 Data Science for Finance (3 credits)
- 55977 Stock Markets and Financial Systems around The World (3 credits)
- 55994 Advanced Marketing Strategy (3 credits)

Spring Semester:

- 55403 Business Markets & Economic Growth in the East (3 credits)
- 55670 The Art and Science of Negotiation (3 credits)
- 55741 Managerial Listening Skills (3 credits)
- 55747 Emerging Markets Strategy (1 credits)
- 55765 Business Models (1 credit)
- 55766 Entrepreneurial Finance (1 credit)
- 55775 Crowdfunding and Alternative Markets (2 credits)



Course Description

To see the full course syllabus, go to the [Shnaton website](#), write the course number, and click on "syllabus". Make sure you are looking at the catalog of 2020-2021.

Pay attention to the 'Comments' section as it consists of important information of mini-courses dates, groups, a passing grade, etc.

Prerequisite Courses (if not studied during undergraduate degree):

*Will be held in the month prior to the start of the program.

55796 Statistics

Mr. Jonathan Yefenof

55797 Mathematics

Mr. Jonathan Yefenof

Basic Business Core Courses (24 credits):

Autumn Semester:

55815 Quantitative Models

Dr. Amir Brudner

3 Credits

This course aims to teach the techniques of building models for decision making and different methods for solving decision problems. At the end of the course students should be able to formulate a decision problem as a mathematical model (mainly linear programming models) and solve by using an appropriate software. They will be able to solve questions of project management, as well as sequential decision problems (by decision trees), estimate the value of information, and the concept of using simulation.

55902 Introduction to Financial Accounting

Dr. Benjamin Segal

3 Credits

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.

55904 Introduction to Finance

Prof. Moshe Levy

3 Credits

The course explains fundamental concepts in investments and corporate finance. The main topics: time value of money, decision-making under uncertainty, risk and return, valuation of risky projects, portfolio theory, and capital structure.



55905 Marketing Management

Dr. Renana Peres

3 Credits

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.

Spring Semester:

55795 Micro Economics

Mrs. Limor Ben-Yossef

3 Credits

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.

55821 Business Strategy

Dr. Dan Marom

3 Credits

The course focuses on the management of firms and the work of the top management team. It examines the effect of the firms' external environment and competitive setting on its evolution and structure. The course focuses on the analysis of the firm's environment, an identification of its resources, and an analysis of the strategies it pursues in terms of competition and growth as well as strategies that are determined at the corporate level. The course aims to understand the sources for a sustainable competitive advantage—that is, to explain how firms are able to earn more than their competitors over long periods of time. The course is based on theoretical foundations and an application of ideas from other business school courses. The course involves lectures and case analyses.

55889 Internet Technology

Dr. Liad Blumrosen

3 Credits

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 systems 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. We will discuss the basics of eCommerce, social networks, search engines, online advertising, cyber and security.

55922 Elements of Organization Behavior and Resources

Dr. Aya Navon

3 Credits

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.

Startup 360° Required Courses (16 credits):

Autumn Semester:

55820 Creativity and Innovation in Organizations

Dr. Sharon Arieli

3 Credits

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. 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 teams and organizations. Creativity, then, is a skill that can be acquired and improved by practice and 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.

55824 Introduction to VC World and Entrepreneurial Finance

Mr. Shaul Orbach

3 Credits

This course will provide students with a deep understanding of the venture finance industry and financing types along the funding continuum from angel investing, venture capital, and private equity funds. Although our model will be the US market where the venture finance industry originated, we will also focus on, and highlight, the idiosyncrasies of the Israeli market. We will examine each type of funding from various perspectives including the entrepreneur, fund manager, and limited partner (to the extent there are) so that the student acquires a 360 degree understanding of each. This view will include fund structure and fund-raising, the relationship between general and limited partners, operational issues, evaluating opportunities and investment decisions, post investment activities and value creation, and value realization (exit). Particular attention will be paid to understanding valuation issues, cap tables and term sheets, the foundation of the actual investment.

Spring Semester:

55676 Seminar: Management Venture Capital Fund

Dr. Shay Harel

4 Credits

This course will provide the students with an academic knowledge of the venture capital industry and practical experience in it. The students will use a fund of the Hebrew University and will invest up to \$50,000 in various companies that the students will recommend that are worthwhile for investment. The investment decision is subject to the approval of the fund's investment committee. As part of the course, the students will learn how to analyze the industry in which they are interested in investing, how to search for potential companies for investments, how to sort them, what should they do in a meeting with them and how to decide whether to continue with the company for a more in-depth analysis process. In addition, the students will conduct a due diligence process for the company, manage the negotiations and formulate the term sheet of the investment, and at the end of the process the students will recommend to the investment committee of the course whether it is worthwhile investing in the company or not. The course will be taught by Dr. Harel with the



participation of guest lecturers from the venture capital industry. The course will be conducted in cooperation with Yissum Company – the TTO of the Hebrew University.

55696 Impact Investment

Dr. Dan Marom

3 Credits

55822 Growth Strategies

Dr. Micki Eisenman

3 Credits

This course explores the transition of entrepreneurial firms to professional management. The study of entrepreneurship embraces the serial activities that begin with opportunity identification, resource assembly, and creation of an organization to pursue the venture idea. As a venture grows, however, the requirements for clarity and focus begin to overtake the initial vision, energy, and drive that brought it into the marketplace. As the successful start-up venture matures, founders and their venture teams face the more traditional challenges of professional management and strategic leadership. In this course, we explore the dimensions of this transition to an emerging company that must grow not only to survive amidst competition, but also to thrive and remain profitable.

Internship (4 credits):

55849 Internship in Organizational Development

Mr. Michael Mizrahi

4 Credits

This course is a two-semester internship program with a venture capitalist and/or incubator and/or start-up for example from the medical, cyber or digital world. Twice a week, you will take part in an interesting and relevant project in a professional environment, which will allow you to experience the issues and problems that such companies face in the start-up eco-system. Your internship will involve real world problems and the product will be relevant both to the investors and start-ups for which you are working. You will first go through a screening process and then start your internship whilst being coached throughout the academic year by a team in the company. Additionally, you will meet on a bi-monthly basis with an academic advisor to discuss various topics that will come up during your work, both as a group and individually according to need.

Required Summer Semester Course (6 credits):

55662 Trans-disciplinary Innovation Program (TIP)

Mr. Michael Mizrahi, Dr. Dan Marom

Various instructors

6 Credits

The Trans-Disciplinary Innovation Program (TIP) at the Hebrew University of Jerusalem is a cutting edge international platform for top fellows. The academic program weaves together computer vision, big-data/cyber and bioengineering as well as providing an unprecedented opportunity to personally interact with Nobel Laureates, work in heterogeneous teams under the mentorship of leading scientists and entrepreneurs, and learn the ins and outs of entrepreneurship in the startup nation. TIP brings together entrepreneurs, scientists and engineers from around the world for the purpose of teaching innovation through a trans-disciplinary approach. TIP exposes participants to a culture of innovation and exploration through world-class curriculum and mentorship, hands-on training workshops, interactive group discussions with experienced angel investors and VCs, behind-the-



scenes tours at emerging startups and onsite visits at major technology companies and, as part of a final project, an opportunity to pitch ideas to a panel of investors.

Elective Courses

During their studies, students can take extra courses from courses offered below, with no additional charge.

Autumn Semester:

55663 Mutual Funds

Prof. Noah Stoffman, Kelly

1 Credit

This course will introduce students to the current state of the research literature about mutual funds. After covering an overview of the U.S. mutual fund industry, topics include whether skill exists among mutual fund managers, behavioral aspects of fund manager decisions, information diffusion through mutual fund trading, and effects on asset prices. Class sessions are focused on discussing research papers in detail.

55669 Blockchain and Cryptocurrencies

Prof. Alexander Lipton, MIT

1 Credit

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.

55703 Text Mining for Business Applications

Prof. Ronen Feldman

3 Credits

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.

55722 Intro to Fin-Tech

Prof. Dudi Gershon

1 Credit

The course introduction to Fin-Tech provides an overview of Fin-Tech 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 Fin-Tech will be reviewed including: electronic and algo trading, risk management and investments, consumer and business payments and money transactions, block chain and cryptocurrencies, P2P lending, crowd funding, consumer credit, Fin-Tech, Insur-Tech. In the last part



of the course we overview the state of the Fintech industry in Israel and in the major Fin-Tech centers around the world.

55759 Data Science for Finance

Prof. Ronen Feldman

3 Credits

The Course will teach the students the fundamentals needed to develop quant signals for stock trading based on structured and unstructured data. The course is very practical and will provide the students with hands on experience based on the latest techniques used by the top hedge funds. The instructor spent the past several years in some of the top hedge funds and the materials covered in the course are based on his practical experience.

55977 Stock Markets and Financial Systems around the World

Prof. Yishay Yafeh

3 Credits

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 and corporate governance; the debate on universal banking and the optimal regulation of banking systems and financial intermediaries; venture capital, private equity and the financing of innovative firms; business groups, family firms and the recent regulation of pyramids and “economic concentration” in Israel.

55994 Advanced Marketing Strategy

Dr. Sharon Horsky

3 Credits

The course is designed to provide students with an understanding of the strategic dimensions of marketing. The focus will be on analyzing and integrating elements of the marketing program and developing decision making skills. A major objective of the course is to develop an operational approach to marketing decision making. Among the topics we shall discuss are: positioning strategies, branding strategies, business models, etc.

Spring Semester:

55403 Business Markets & Economic Growth in the East

Prof. Yishay Yafeh

3 Credits

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?

55670 The Art and Science of Negotiation

Dr. Shoham Choshen-Hillel

3 Credits



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.

55741 Managerial Listening Skills

Prof. Avraham Kluger

3 Credits

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.

55747 Emerging Markets Strategy

Prof. Sharon Belenzon, Duke University

1 Credit

*The course is scheduled for May 2021 and will be concentrated in one week. The course will only take place if teaching is possible on campus.

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.

55765 Business Models

Prof. Aharon Cohen Mohaliver, London Business School

1 Credit

This course will introduce you to the concept of a “business model”. In the first half of the course we will learn the basic building blocks of a business model based on the “who, what how” framework. In the second half of the course we will revisit two cases – Ryanair Vs. EasyJet and The Cola Wars, and analyze them from a business model perspective. Lastly, in the final session we will perform business model analysis on a business of your choice.

55766 Entrepreneurial Finance

Prof. Marco Darin

1 Credit

The course aims at deepening your understanding of the financing of entrepreneurial firms, considering the fundraising cycle in its entirety, from the matching between investors and entrepreneurs to investors' exit from the company. We will focus on business opportunity evaluation, term sheets and negotiation, corporate governance, staged financing, and exit. The course is analytical and aims to teach you how to apply economics, finance, and corporate strategy concepts to solve practical business situation. It will also provide some practical application of



concepts, both through case discussion and through exercises.

55775 Crowdfunding and Alternative Markets

Prof. Orly Sade

2 Credits

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. Prediction markets are used to predict different types of events. 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. We will also discuss prediction markets, their advantages and challenges.

Program is subject to changes.