

Curriculum for Bachelor's Degree in Business Administration

To complete a Business Administration degree, the student must study 120 credits in all the years of his / her studies.

First Year (class of 2020)	
COURSE NAME	CP
Mathematics A + B (2 weeks before the beginning of the year)	6
Statistics A	3
Accounting A	3
Behavioral Economics	3
Statistics B	3
Introduction to Marketing	3
Operations Management	3
Introduction to Finance	4
Micro Economics	3
Organizational Behavior	3
Communication Skills	3
Business Law	3
Sustainability and CSR in the Business Sector	3
Total	43

Second Year (class of 2019)	
COURSE NAME	CP
Research Methods (2 weeks before the beginning of the year)	4
Business and Academic Writing (2 weeks before the beginning of the year)	2
Business Law	3
Strategy	3
Accounting B	3
Macro Economics	3
Communication Skills	3
New Product Development	3
New Product Development Project	3
Business Plan Development	3
Behavioral Economics	3
Sustainability and CSR in the Business Sector	3
Total	36

Third Year (class of 2018)***	
COURSE NAME	CP
Seminar and Project	6
Behavioral Economics	3
Sustainability and CSR in the Business Sector	3
Business Law	3
Communication Skills	3
Selected Topics in Business Administration (Hebrew)	3
Business Plan Development	3
Incubator Practicum	3
Intensive courses	4
Community involvement	3
Total	34

***** The curriculum of the third year is not final**

* The Curriculum is subject to change