



האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

International Startup 360° MBA The Hebrew University Business School The Hebrew University of Jerusalem Without - Business Background Track 2023-2024

Director of Admissions: Ms. Ruba Mashni
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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 **48 or more** 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 Ms. Ruba Mashni with supporting documents (course syllabus). In the case of an exemption, the student will choose an elective course instead.

*Note - that a passing grade for all mandatory is 70. The 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:

- 55821 Business Strategy (3 credits)
- 55902 Introduction to Financial Accounting - online (3 credits)
- 55815 Quantitative Models- online (3 credits)
- 55905 Marketing Management. (3 credits)

Spring Semester:

- 55795 Micro-Economics - online (3 credits)
- 55889 Business Data and Technology (3 credits)
- 55922 Elements of Organization Behavior and Human Resources (3 credits)
- 55904 Introduction to Finance (3 credits)

Startup 360° Required Courses (16 credits):

- 55923 Seminar: Impact Investment-Yearly- (4 credits)

Autumn Semester:

- 55971 International Strategies (3 credits)
- 55696 Impact Investment (3 credits)
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Spring Semester:

- 55822 Growth Strategies (3 credits)
- 55824 Introduction to VC World and Entrepreneurial Finance (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)



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Elective Courses

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

- 55703 Text Mining for Business Applications (3 credits)
- 55670 The Art and Science of Negotiation (3 credits)
- 59507 Innovation, gender and development (1 credit)
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- *Program is subject to change.*



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 2022-2023.

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 – Classes will be uploaded on September 5th.

55796 Statistics

Mr. Jonathan Zorari

55797 Mathematics

Mr. Jonathan Zouri

Basic Business Core Courses (24 credits):

55821 Business Strategy

Dr. Yochanan Bigman

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.

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. Osnat Cottan Nir

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.

55795 Micro-Economics

Prof. Anat Bracha

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.

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.

55889 Internet Technology – Online course

Mrs. Inbar Kinarti

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

Ms. Mika Guzikevits

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° Courses (16 credits):

Annual course:

55923 Seminar: Impact Investment

Dr. Dan Marom

4 Credits

This yearly seminar is intended to provide students with a practical experience of the range of investing and funding approaches used by impact investors. During the seminar we will explore the full process of impact investing, from deal sourcing, to due diligence and decision making. Based on Theoretical & practical background, best practices and experiential learning. This will be done through a collaboration with the leading global impact investing educational program for MBA – MIINT (<http://www.themiint.org/>). Students will work in groups, exploring the yearly MIINT program alongside mentoring and teaching by HUJI's staff. **Please note**, the course will end in April 2023.

55822 | Growth Strategies

Dr. Micki Eisenman

3 Credits

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.

55696 Impact Investment

Dr. Dan Marom

3 Credits

The purpose of this course is to provide students with a thorough overview of impact investing by way of introduction to key concepts and the practical knowledge necessary to engage in the world of impact investing. The primary modes of learning in the course will be through lectures by Dr. Dan Marom and Stav Bar-Shany, guest presentations from leading impact investors, and working on applied projects in the form of case studies and group-based work.

55971 International Business Strategy

Dr. Abraham Moskovicz

3 Credits

The course provides a multidimensional approach to dealing with international business at the country, industry and firm levels.



55824 Introduction to VC World and Entrepreneurial Finance

Mr. Saul 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.

Internship (4 credits):

55849 Internship in Organizational Development

Ms. Milana Yaari

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.



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