

THE **BAR-ILAN UNIVERSITY**

INTERNATIONAL MBA



YOUR GATEWAY  
TO GLOBAL BUSINESS  
AND ENTREPRENEURSHIP



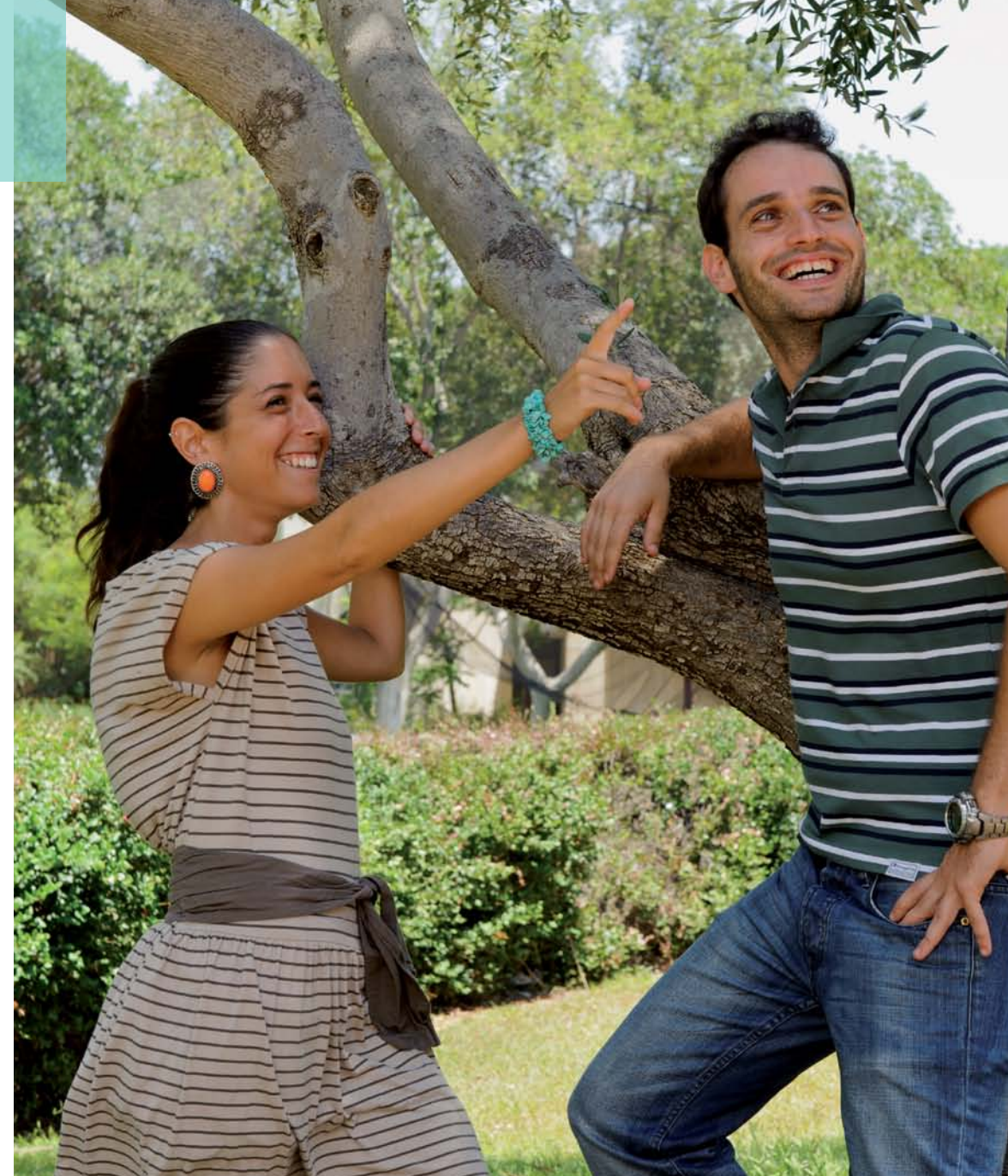
Bar-Ilan University

**In** the six decades since its establishment, the State of Israel has developed one of the most advanced and creative economies in the world. Despite few natural means and a population of only 7.5 million, Israel has accomplished this feat thanks to its priceless resource - its one-of-a-kind Israeli brain and pioneering spirit.

Pursuing business and entrepreneurship studies in Israel provides the international student with a unique portal to discovering first-hand how we have achieved this unrefuted economic success – and when it comes to providing a multi-faceted “Israeli” business experience, there are few choices better than Bar-Ilan University’s International MBA Program.

Bar-Ilan University’s Graduate School of Business Administration has a proven track record in translating the special qualities which have fueled the Israeli business and entrepreneurial machine into a state-of-the-art academic program, carefully customized to address not only the theoretical, but also the experiential aspects required in a world-class business education.

It does this in a special one-year graduate degree program, which takes place at our campus in the heart of the “Start-Up” nation – situated only fifteen minutes from Tel Aviv, Israel’s own Silicon Valley and the city that never sleeps.



*A SPECIAL ONE-YEAR  
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“START-UP” NATION*



**B**AR-ILAN  
UNIVERSITY

# THE FRAMEWORK OF THE IMBA PROGRAM IN GLOBAL ENTERPRISE MANAGEMENT

The IMBA Program is a dynamic educational experience based on 5 major components which, in their confluence, provide a unique and fulfilling MBA EXPERIENCE:

## 1. Academic

The academic core of the IMBA Program is the Global Management track, which has two primary objectives: to enable students to master the building blocks of business fundamentals, while building leadership, communications and adaptability skills in a real time environment.

So, alongside courses such as finance, micro/macro economics and mathematics – provided to get students up to speed in the basics – targeted courses like “Cross-Cultural Negotiations,” “International Business Policy,” and “Management in a Global Competitive Environment” are provided to deepen knowledge and specific expertise in the field.

## 2. In the Footsteps of Israel’s “Start-up” Economy

Students will participate in a lecture series by renowned Israeli business luminaries, as well as field tours which follow the route of Israel’s “start-up” economy – from financial institutions to hi-tech, from nano-technology-driven solar energy to pharmaceuticals and bio-medical enterprises. In an effort to provide a context for these tours, students will also learn how science and technology is an integral part of the Israeli infrastructure from its founding fathers to present.

## 3. Internships

Students will also be required to undertake special projects, and to serve as interns in Israel’s rich landscape of entrepreneurial businesses. In this way, they will get the “hands-on” experience so necessary and relevant for their future careers.

## 4. Special Skill Training

Excellent language and communication capabilities are vital in the global arena, and to this end, the IMBA program will be joining forces with our renowned School of Communication and Humanities Faculty to provide extra skill training for foreign students. This will include courses in Communication and Rhetoric, as well as English as a Second Language. Every student learns how to lecture in fluent English in front of an audience, as well as how to write in correct business-language.

## 5. Informal Curriculum

Alongside the academic and field program comes the rich program of informal educational activities which Bar-Ilan’s IMBA prides itself on. First and foremost, students from around the world – North America, Europe, Africa, Australia and the Far East – learn together both in the classroom and out. Opportunities to discover Israel and its many treasures are made available, whether at BIU’s archaeological digs at the City of Gath, or in a pub looking onto the Mediterranean Sea. The atmosphere is casual and cosmopolitan.



*A PROGRAM “THAT NEVER SLEEPS”*



*IN THE CITY “THAT NEVER SLEEPS”*



# THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION AND OUR PARTNER DEPARTMENTS

As with any top-notch degree program, the key to the success of the Bar-Ilan International MBA Program is innovative programming, outstanding faculty and a committed student body which meets the high performance standards required. In a condensed program such as this, students are expected to earn credits through hard work, long hours, and diligence in class and field work.

## **Graduate School of Business Administration**

The International Masters of Business Administration Program is an integral component of the Graduate School of Business Administration at Bar-Ilan University. The School, currently undergoing unprecedented growth and development in faculty recruitment and program development, aims to both maintain its current level of achievement while striving to achieve ever-more challenging goals for the betterment of the Israeli and world economy. The School offers a PhD program and an MBA program, with four areas of specialization: Marketing, Finance, Management & Organizational Behavior, and Systems Information.

## **School of Communication**

The IMBA Program will also partner with BIU's distinguished School of Communication, which boasts many years of experience in training Israel's best communicators, including senior members of government and the private and public business sectors.

## **Department of English**

English is the international language of commerce and communication and the Program realizes the importance of its students mastering this language in order to understand others and express themselves articulately in the international arena. In recognition thereof, the sterling academic services of the Department of English as a Foreign Language will be tapped for this program, custom-tailoring a language program based on the needs of foreign students.

## **Graduate Program of Contemporary Israeli Studies**

Input will also be drawn from the Graduate Program of Contemporary Israeli Studies. Here, the unique Israeli experience will be explored, as will the respective cultural and ethical similarities that Israel's Jewish based society shares with the world-at-large.



*BAR-ILAN'S DYNAMIC CAMPUS IS A HUB OF STUDENT ACTIVITY*

# BUILDING BLOCKS FOR BUSINESS SUCCESS

## Overview of the Academic Program\*

### PREPARATORY COURSES:

- Mathematics
- Micro/Macro Economics
- Statistics

### CORE COURSES:

- Financial Accounting
- Management Accounting
- Quantitative Methods
- Business Ethics

### INTEGRATIVE SEMINARS:

- International Business Policy
- International Business Game
- International Entrepreneurship

### SUPPLEMENTARY COURSES:

- Middle East Studies: Economy
- Biotechnology in Israel
- Functional Area Courses

### ELECTIVES:

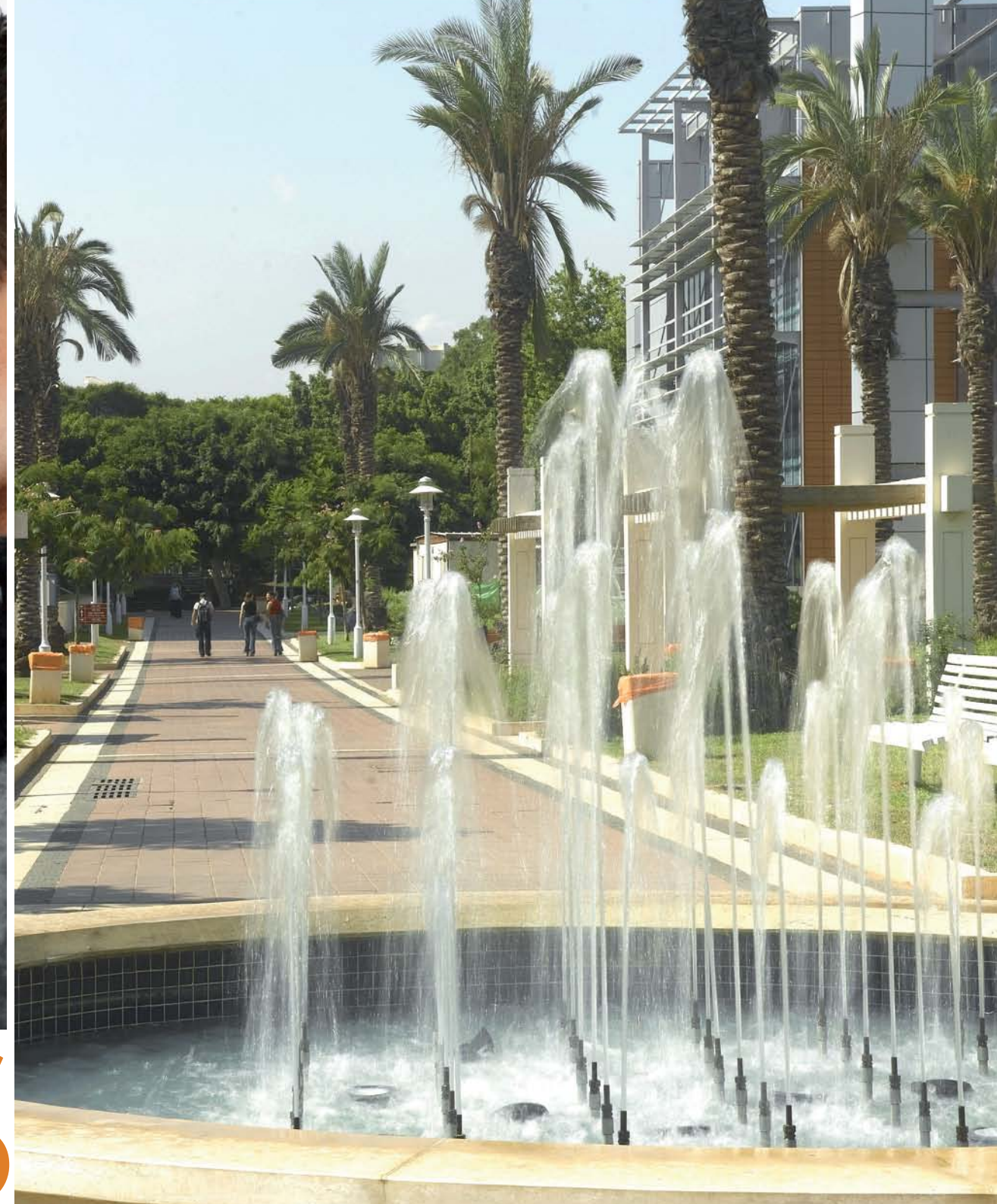
- Principles of Finance
- Principles of Marketing
- Principles of Management
- Principles of Info Systems
- International Marketing
- Investments
- Organizational Behavior
- E-Commerce
- International Economics
- International Business Law
- Corporate Finance/Startups
- Financial Tools for Risk Management
- Advanced Topics in Marketing
- Advanced Topics in Management

### COMMUNICATIONS:

- Introduction to Mass Communication
- Middle East Media and Politics
- Communication & Social Psychology
- Discourse & Rhetoric
- The Information Age: Communications & Society in the 21st Century
- News Crisis Management (Theory + Workshop)

\*Courses are subject to change. Acceptance into the Program is competitive, based on academic performance at the BA or other professional degree level; scores on GMAT's, TOEFL, personal essay and work experience (if any).

# SUCCESS



## THE DISTINGUISHED IMBA ACADEMIC TEAM

The Graduate School of Business Administration has an outstanding faculty, with international academic reputations and extensive teaching experience in the United States and elsewhere. In addition, leading academics from other departments and universities in Israel, as well as distinguished faculty from prestigious institutions around the globe, teach selected classes in the International MBA program in their respective areas of expertise. Select faculty from the distinguished roster of lecturers include:

Faculty Member	Area of Expertise	Ph.d
Prof. Kenneth Hochberg	Mathematics & Statistics	New York University, USA
Prof. Zvi Eliyahu Josman	Management & Organizational Behavior	Rutgers University, USA
Prof. Meni Koslovsky	Organizational Behavior	Columbia University, USA
Prof. Andrew Schein	International Economics	New York University, USA
Prof. Mark Schwartz	Business Ethics	York University, Canada
Prof. Shmuel Stashevsky	Information Systems	Bar-Ilan University, Israel
Prof. Yaakov Weisberg	Human Resource	London School of Economics, UK
Dr. Boaz Yam	Risk Management	Georgia State University, USA
Prof. Eytan Gilboa	International Communications	Harvard University, USA
Dr. Tzuriel Rashi	New Media	Bar-Ilan University, Israel
Dr. Danielle Gurevitch	Asian Studies	Bar-Ilan University, Israel
Dr. Alon Levkowitz	Israel Studies	Hebrew University, Israel
Dr. Julie Bornstein	English as a Second Language	University of Leicester, UK



## THE IMBA PROGRAM AT BAR-ILAN UNIVERSITY

Earning your MBA at Bar-Ilan University's International Program will provide you with an experience that is unique

- Intensive, time-saving study program
- Degree carrying prestige and name value
- Networking and opportunities to build global connections
- Language and communications training
- Diverse cultural learning experience
- Insights into how Israel became the Start-Up Nation



*AN ACADEMIC EXPERIENCE LIKE NO OTHER*



# IMBA

## ABOUT BAR-ILAN UNIVERSITY



Bar-Ilan University is a leading Israeli institution of higher education which is committed to academic excellence, scientific advances and Jewish values.

With its historic south and new north campuses situated 15 minutes outside of Tel Aviv – and its prestigious undergraduate and graduate schools, 8 Faculties, 4 regional colleges and impressive research facilities – Bar-Ilan University is one of the most vibrant and respected universities in the country.

The BIU campus, winner of Israel's "most beautiful" campus award, is the scene of animated interaction between students, faculty, administration and visitors attending meetings, conferences, and lectures. The University boasts some of the most interesting and innovative architecture in the State of Israel, particularly in the new 270,000 sq m north campus, which has effectively doubled the size of the University's original physical plant.

The campus includes beautiful parks, fountains and environmental artwork, and is eclectic in architectural design. A free campus shuttle service ferries students and faculty from one end of the campus to the other, while a number of restaurants are to be found throughout the campus.

Pictured here are some of the campus's most impressive structures.

For more details and registration, please contact:

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