

January 16, 2012

Response to the "Comments on the Reply from Ben Gurion University"

In response to the comments concerning the single or double major aspect of the undergraduate Management program, and specifically the suggestion to "consider the option" of closing the single major program we would like to note the following:

Following the Malag recommendation, the department of Management is working to expand and strengthen its double major. Many of the strongest students combine Management with Psychology or with Economy. The department of Management has recently succeeded in convincing the department of Psychology to raise its quota from 30 to 40 incoming students, and hopes to do the same with the department of Economy. The department is also aiming to add a new double major with the Faculty of Natural Sciences.

However, instead of closing the single major program, we are planning to upgrade the single major program as much as possible for the following reasons:

- The single major program includes three specialty tracks (Megamot) in Finance, Marketing and Organizational Behavior. Without a single major, students would not have the option of specializing in these important areas of research. Moreover, the department is in the process of examining whether to upgrade these specialty tracks in order to provide the single major students with a stronger and fuller disciplinary focus.
- The single major program offers many more electives than the skeleton Management courses offered in the double major program.
- The single major program offers advanced courses in the various areas of management.
- The single major program requires students to take an empirical seminar as well as advanced research courses. It is here that the department prepares students for advanced studies and research and it is here that the department differentiates itself from Management programs in the various community colleges.
- The single major program enables students to receive practical experience through contact with the field of business and management

Sincerely,



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