

# **FACULTY OF MANAGEMENT – THE LEON RECANATI GRADUATE SCHOOL OF BUSINESS ADMINISTRATION**

Graduate Programs

<http://recanati.tau.ac.il>

## ***Graduate Programs***

- Master of Business Administration (MBA)
- Master of Science in Management Sciences (M.Sc.)  
in Management of Technology and Information  
Systems
- Master of Science in Management Sciences (M.Sc.)  
in Organizational Behavior
- Master of Science in Management Sciences (M.Sc.)  
in Finance-Accounting
- Master of Science in Management Sciences (M.Sc.)  
in Marketing Management
- Executive MBA (in Hebrew)<sup>1</sup>
- Kellogg-Recanati International Executive MBA (in  
English)<sup>2</sup>
- Master of Business Administration (MBA)  
Specializing in Financial Management:<sup>3</sup>
- International Master of Business Administration  
(IMBA) (in English)<sup>4</sup>
- Master of Science in Management Sciences (M.Sc.)  
in Organizational Behavior – Specializing in  
Organizational Consulting<sup>5</sup>

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<sup>1</sup> Registration is at the secretariat of the program: Executive  
MBA – tel: 03-6409955

<sup>2</sup> Registration is at the secretariat of the program: Executive  
MBA – tel: 03-6409955

<sup>3</sup> Registration is at the secretariat of the program: MBA in  
Financial Management – tel: 03-6408863.

<sup>4</sup> Registration is at the secretariat of the program: IMBA –  
tel: 03-6406320.

<sup>5</sup> Registration is at the secretariat of the program: M.Sc. in  
Organizational Behavior – tel: 03-6409564.

- Master of Business Administration (MBA) in Technology, Entrepreneurship and Innovation Management<sup>6</sup>
- Postgraduate studies for those holding a master's degree

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<sup>6</sup> Registration is at the secretariat of the program: MBA in Technology Entrepreneurship – tel: 03-6405725.

**Registration Procedure:**

<b>Program</b>	<b>Beginning of studies for the 2015/2016 academic year</b>
<ul style="list-style-type: none"><li>• Master of Business Administration (MBA)</li><li>• Master of Science in Management Sciences (M.Sc.) in Management of Technology and Information Systems</li><li>• Master of Science in Management Sciences (M.Sc.) in Finance-Accounting</li><li>• Master of Science in Management Sciences (M.Sc.) in Marketing Management</li><li>• Postgraduate Studies</li></ul>	Fall, Spring
<ul style="list-style-type: none"><li>• Master of Business Administration (MBA) – Cohort Studies Track</li><li>• Executive MBA (in Hebrew)</li><li>• Kellogg-Recanati Executive MBA (in English)</li><li>• Master of Science in Management Sciences (M.Sc.) in Organizational Behavior</li><li>• Master of Science in Management Sciences (M.Sc.) in Organizational Behavior – Specializing in Organizational Consulting</li><li>• Master of Business Administration (MBA) in Technology, Entrepreneurship and Innovation Management</li><li>• Master of Business Administration (MBA) Specializing in Financial Management</li><li>• International Master of Business Administration (IMBA) (in English)</li></ul>	Fall semester only

**Registration and Admission requirements**

Candidates must meet the general requirements of Tel Aviv University, including proficiency in Hebrew for

those holding university degrees from abroad, as detailed in the General Admission Requirements section of this booklet. Candidates are eligible to apply to the graduate programs of the Faculty of Management if they have fulfilled the following conditions:

1. Hold a master's or higher degree
2. Hold a bachelor's degree with a minimum average grade of 75.
3. Have passed the GMAT (see below)
4. Obtained a score of at least 45 on the quantitative section of the GMAT is a prerequisite for applying to the MBA program and the M.Sc. in Finance-Accounting program

Admission will be considered on the basis of a formula that weights the grade of the degree the candidate already holds and quantitative GMAT score (depending on the requirements of the program for which the candidate is applying).

Any additions to or deviations from the above admission requirements for individual programs are given below. Moreover, the Faculty's Admissions Committee reserves the right to change or add requirements at its discretion. The Committee gives priority to candidates who have stated one of the Faculty's programs as a first choice.

## **GMAT**

1. All of the Faculty's programs require candidates to pass the quantitative GMAT, as detailed below. Exemption is given to those holding a D.M.D., Ph.D., or M.D. as well as a master's degree from a recognized institution of higher education in Israel with a minimum grade point average of 85 in engineering, the exact sciences (according to the departments of Tel Aviv University's Faculty of Exact Sciences), life sciences (according to the departments of Tel Aviv University's Faculty of Life Sciences), economics, or management sciences.
2. All other holders of a master's degree, not included in the above categories, will have to meet the admission threshold, which will be determined by the Faculty's Admission Committee after all applications have been received.
3. The Admission Committee will consider exceptional cases.

Registration forms and information on the GMAT are available at [www.mba.com](http://www.mba.com). Candidates are required to

note when they took the GMAT and whether they have the results. They must attach the confirmation given at the time of the test in Israel or present it at the Registration and Admissions Center for photocopying.

***Registration procedure***

	<b>Fall semester 2015/16</b>	<b>Spring semester 2015/16</b>
Registration dates	25.1.2015 – 31.5.2015	1.11.2015 – 1.1.2016
Last permitted GMAT date	1. 8.2015	1.1.2016
Last date for submitting university degree entitlements	1.8.2015	1.1.2016

Deliberations on an applicant’s file will begin only if it contains all the necessary documentation.

**1231 Master of Business Administration (MBA)**

***Purpose of the program***

The program aims to prepare students to fill managerial positions and make decisions under conditions of uncertainty. It provides students with various necessary tools such as ways of thinking, methods of analysis, work and research habits, and application principles that have been developed in the social sciences, mathematics, and management and assists them in developing diagnostic and analytical powers, judgment, and decision-making ability.

***Registration and Admission requirements***

See the section on graduate admissions. All candidates are required to pass the quantitative GMAT, with the exceptions listed above. Admission is conditional upon the following.

- (1) A weighting of the undergraduate degree grade with the quantitative GMAT score that meets the threshold set for the class to which the candidate is seeking admission.

Calculation of the admissions formula:

(Undergraduate grade point average x 0.4) + (GMAT quantitative percentile x 0.6). The admissions score is determined every semester.

**Cohort Studies Track**

(Will be closed for the academic year 2014-2015)

The cohort studies track aims to allow students to concentrate their MBA studies into two days a week (Monday and Thursday) and complete the program as a group in two years (including the summer term).

Students of the cohort track are allowed to specialize only in finance-accounting and/or in marketing. Alternatively, they may choose to take an MBA without specialization. Applicants who are interested in joining this track should note track 555 in their list of preferences. The admission requirements and program of study of the cohort track are identical to those of the regular MBA. Holders of a bachelor's degree in accounting, management, economics, or industrial engineering and management are not allowed to choose the cohort track.

### **Master of Science in Management Sciences (M.Sc.)**

#### ***Program tracks:***

1242 Management of Technology and Information Systems

1243 Organizational Behavior

1244 Finance-Accounting

1245 Marketing Management

#### ***Purpose of the programs***

The aim of the programs is to provide students with the maximum amount of formal scientific knowledge of the basic subjects related to the problems of business administration; to exploit to the maximum their prior knowledge of the scientific disciplines relevant to questions of management and business; to train students in the educated use of relevant scientific methods and modern techniques; to set up interdisciplinary teams with a common interest in basic problems in the area of management and business. These programs are designed to prepare professionals in a specific area who understand the managerial problems in depth and will be able in the long term to be scientists and to fill key management positions in society and the economy.

As part of the Faculty's effort to reorganize its advanced studies, two alternative tracks of M.Sc. studies are offered:

- A program without thesis, consisting of at least 28 semester units of courses, offering the student a measure of flexibility in the selection of courses.

- A program with thesis, requiring 20 semester units of courses and a written thesis, designed also for outstanding students planning to continue to doctoral studies.

The program of studies and list of courses are detailed on the Faculty's website.

### *Programs of study*

#### **1242 Management of Technology and Information Systems**

The program aims to provide a theoretical and practical basis for designing, developing, implementing, and managing technology and knowledge-intensive systems. As the program also addresses the multidisciplinary facets, together with the technical facets, students are encouraged to take advanced courses in related areas, such as computer sciences, operations research, economics, organizational behavior, and engineering.

#### ***Registration and Admission requirements***

See details in the section on general admission requirements for the master's programs. Candidates must meet the quantitative GMAT requirements. They are requested to include a detailed CV in the registration package. In its deliberations, the Admissions Committee has the right to take into account any of the candidate's undergraduate and graduate scholastic achievements that may be relevant to studies in the area of management of technology and information systems, as well as relevant professional experience. Candidates should include in the registration package all material attesting to their academic achievements, professional experience (including references), to support their application to the program. If necessary, the candidate will be invited for a personal interview.

#### **1243 Organizational Behavior**

#### ***Purpose of the program***

The program aims to prepare office holders and expert consultants in the area of organizational behavior and management. Students concentrate on certain subjects according to their particular areas of interest, such as executive development, organizational consulting, managing human resources, general management and managerial behavior, and labor relations in organization.

In addition to the registration form and Form No. 4, candidates are required to submit a one-page typewritten essay explaining why they wish to join the program, their future career plans, and how their studies will advance these plans. Candidates are also free to attach any material attesting to their achievements and professional experience (including references) to support their application.

#### ***Registration and Admission requirements***

The program invites applications from those holding a bachelor's degree with a minimum grade of 75 and those holding a master's degree.

All candidates are required to pass the quantitative GMAT, as detailed in the section on the GMAT. Those holding a graduate degree from a recognized institution of higher education in Israel are exempt from the GMAT.

In special cases the admissions committee will consider general GRE or GRE advanced scores.

When considering applications, attention is paid to overall academic performance as well as to the relevance of prior studies to the area of organizational behavior, academic performance in related courses, relevant professional experience, and the GMAT score.

### **1244 Finance-Accounting**

#### ***Purpose of the program***

The program aims to prepare students for management and staff positions in the finance-banking sector, for positions in the area of financial management and firm auditing, and for research and advanced studies. Students concentrate on various subjects such as the capital market, firm financing, banking, accounting, and applications of decision theory to financing.

#### ***Registration and Admission requirements***

The program invites applications from those holding a bachelor's degree with a minimum grade point average of 75 in a relevant discipline. Candidates must meet the quantitative GMAT requirements.

### **1245 Marketing Management**

The M.Sc. program in Marketing Management provides students with a broad perspective on the world of business and management and a deep understanding of the ways of achieving the organization's goals through marketing activities. The program is based on core studies that expose the students to the main principles of

the world of management and the latest areas of knowledge in marketing. In addition, students can focus on specific tracks such as 4P marketing in the modern era, marketing without geographical borders, and marketing communications in today's social world.

Students who choose the track without thesis acquire a broad education that develops their professional and research capabilities in the area through the relevant marketing theories and models. Outstanding students who are interested in taking on a research project or in continuing on to doctoral studies may choose a research track and write a thesis that constitutes a prerequisite for doctoral studies in marketing (subject to finding a supervisor and obtaining the approval of the head of the program).

### ***Summarizing Project***

As of the 2014/15 academic year, students admitted to the program will be required to submit a summarizing project in the second year of their studies. The project will be credited with two semester units, within the framework of a designated elective course. (Starting in the 2015/16 academic year a range of designated courses will be offered, within the framework of the marketing area's elective courses.)

### **1235 Executive MBA**

The Faculty of Management's Executive MBA program enables senior managers with substantial experience and a bachelor's degree to take a master's program in a concentrated form, without cutting themselves off from the work place. The Executive MBA program may be taken in one of two tracks:

#### **The Recanati Executive MBA Program**

The EMBA program is aimed at executives with substantial managerial experience, holding an undergraduate degree. The Program enriches their professional knowledge base and provides them with the tools to be leaders in the business world.

- The program provides a world-class MBA experience for accomplished executives coming from a variety of sectors and disciplines.
- The framework of study is designed to accommodate the needs of working executives and enable them to pursue their careers while studying.
- Teamwork is strongly emphasized.
- The program includes international facets:

- A study tour abroad is part of the 'International Business' course.
- In an International Exchange Week students from EMBA programs abroad are invited to study with the class.
- The program is conducted in Hebrew.
- The students take all courses as a single group (cohort).
- Classes are concentrated into certain fixed days of the week, in consecutive semesters for about 2 years.
- Studies are oriented to general management, without specialization.

Further details and admission requirements may be obtained at: Tel. 03-6409955; websites <http://r-emba.tau.ac.il/>. Offices: Rooms 220-226, the Recanati Business School.

### **1237 The Kellogg-Recanati International Executive MBA Program**

The program is offered jointly by the top-rated Kellogg School of Management at Northwestern University and the Recanati Business School at Tel Aviv University. It is one of six Kellogg Executive MBA programs and partnerships running concurrently in different locations around the globe - Chicago, USA; Miami, USA; Koblenz, Germany; Hong Kong, China; Toronto, Canada and Tel Aviv, Israel. The program is aimed at senior executives in organizations that operate in the international arena.

- The curriculum integrates all managerial functions and disciplines with emphasis on the international aspects of business administration.
- Within the framework of the program, students spend two weeks studying at the Kellogg School of Management in the USA and have an option of a week at one of the Kellogg partner schools around the world.
- The framework of study is designed to accommodate the needs of working executives and enable them to pursue their careers while studying.
- Teamwork is strongly emphasized.
- The students take all courses as a single group (cohort)
- Classes are concentrated into certain fixed days of the week with the addition of a number of intensive study weeks for about 2 years.

- Studies are oriented to general management, without specialization.

Further details and admission requirements may be obtained at: Tel. 03-6406312; websites <http://kr-empa.tau.ac.il/>. Offices: Rooms 220-226, the Recanati Business School.

### **1261 MBA Specializing in Financial Management**

This program is designed for students with a bachelor's degree in accounting who have also completed an extra year of advanced studies in accounting at a recognized institution of higher education. It aims to prepare accountants for management positions with emphasis on financial management. The program enables its participants to study for an MBA degree in a concentrated form without cutting themselves off from the work place. The program of studies follows that of the regular MBA program, with certain special features:

- The students take all courses as a single group (cohort).
- Classes are concentrated into certain fixed days of the week, usually Thursday afternoon and Friday morning.
- Students receive four semester units of credits in recognition of the courses they have taken in their extra year of advanced studies in accounting.
- Studies are concentrated into two semesters, with the last course of integrative studies being held in the third semester. This year, the integrative studies take the form of a business simulation.
- Admission requirements are: a bachelor's degree with a grade point average of at least 75; a diploma certifying a year of advanced accounting studies recognized by the Israel Auditors Council; a personal interview.

Further details and registration forms are available at the program offices: Faculty of Management, Recanati Building, Room 239, tel. 03-6408863.

### **1238 International Master of Business Administration (IMBA) (in English)**

The Sofaer International MBA – IMBA is a new program of studies at Tel Aviv University's Faculty of Management. It is a one-year program conducted in English, with classes held over the course of three semesters: autumn, spring and summer. Students will be allowed to spend the summer semester at a school

abroad. Applications will be considered from candidates with the following qualifications:

- A bachelor's degree or higher from a recognized institution of higher learning
- A GMAT score
- At least two years of professional experience.

Applicants will be required to present 2 essays and 2 letters of reference. In addition, they will be invited for a personal interview with the head of the program.

Further details may be obtained from the IMBA website at [www.imba-tau.org](http://www.imba-tau.org), or from the IMBA program offices: tel. 972-3-6407345; email [imba@post.tau.ac.il](mailto:imba@post.tau.ac.il)

### **1263 M.Sc. in Organizational Behavior – Specializing in Organizational Consulting**

The program in consulting on organizational management and development is designed for students with intellectual curiosity and strong interpersonal skills who are interested in pursuing a career in the areas of managing change and consulting. The concept guiding the program is that change and leading change are both a knowledge area and a profession. As a knowledge area, the program provides an interdisciplinary capability to understand the world of management and organizational change, integrating knowledge from three research streams: organizations and processes of organization, change and processes of change, and leading and guiding processes of change (consulting). As preparation for a profession, the program develops the student's ability to serve as an agent of change, to integrate into a broad range of functions, and to develop the potential for a multi-faceted career in management.

Further details and registration forms are available at the program offices: Faculty of Management, Recanati Building, Room 459, tel. 03-6409564.

### **1264 MBA in Technology, Entrepreneurship and Innovation Management**

**Academic Manager: Prof. Moshe Zviran**

**Program Director: Dr. Iris Ginzburg**

Recanati Business School's MBA in Technology, Innovation and Entrepreneurship focuses on the domains relating to initiating and managing companies of which technology is core to their business. The Program is designed for students who have an academic background in engineering, exact science, computer science or life science, as well as students who have an

undergraduate degree in economics, law, or hold key roles in the technology industry.

The Program offers core MBA courses such as economics, accounting, finance, strategy, and marketing, as well as program-specific courses such as entrepreneurship, innovation management, technology and R&D management, developing new products in the digital era, technology project management, the legal aspects of new ventures, innovation and design thinking, consumer centric marketing, B2B marketing, digital markets, and human resource management in tech organizations. The Program is taught by distinguished professors from Tel Aviv University as well as leading lecturers from the Israeli industry and guest lecturers from abroad.

The curriculum emphasizes learning through case studies, teamwork, master classes and hands-on projects. The Program is composed of 5 academic semesters, taught during two academic years, including additional workshops during semester breaks, company visits throughout the year and mentorship sessions. The Program offers cohort classes with the intention of providing networking-orientated experiences and professional development activities. Courses are taught on Sunday afternoons and Friday mornings, mostly in Hebrew, and applicants must be fluent in the Hebrew language.

Admission criteria: applicants must hold an undergraduate degree from an accredited academic institution; have at least 3 years of professional experience in management; optional GMAT score. Suitable applicants will be invited to a personal interview with program management.

Further details may be obtained from the MTEI website at <http://recanati.tau.ac.il/mtei>, or from MTEI program officials: tel. 972-3-6405725;

email. [infoMTEI@post.tau.ac.il](mailto:infoMTEI@post.tau.ac.il)

## **1232 Postgraduate Studies for Those Holding a Master's Degree**

### ***Purpose of the program***

The program aims to enable those holding an MBA or other master's degree related to the area of management to continue their studies in order to broaden and update their knowledge of issues concerned with the academic content of business administration. The program

consists of at least eight semester units of courses and seminars. Graduates receive a diploma attesting to their participation in the program and their area of specialization. The areas of specialization offered are management and organizational behavior, finance-accounting, banking, marketing, technology and information systems, strategy and entrepreneurship, and healthcare systems administration.

***Registration and Admission requirements***

The program invites applications from those holding an M.B.A. or master's degree in a related area with a minimum grade point average of 75.

**Candidates are required to note on the application form the area in which they wish to specialize.**