



Raphael Recanati  
International School

# RAPHAEL RECANATI INTERNATIONAL SCHOOL

## IDC HERZLIYA

### ACADEMIC DEGREES 2014 - 2015





# CONTENTS

PROF. URIEL REICHMAN	1
Founder and President, IDC Herzliya	
OUDI RECANATI	2
Chairman, Board of Directors	
IDC Herzliya	
JONATHAN DAVIS	3
Head, Raphael Recanati International School and	
Vice President for External Relations	
RAPHAEL RECANATI INTERNATIONAL SCHOOL	4
RADZYNER SCHOOL OF LAW	18
ARISON SCHOOL OF BUSINESS	32
SAMMY OFER SCHOOL OF COMMUNICATIONS	42
LAUDER SCHOOL OF GOVERNMENT,	
DIPLOMACY AND STRATEGY	54
SCHOOL OF PSYCHOLOGY	64
EFI ARAZI SCHOOL OF COMPUTER SCIENCE	74
IDC HERZLIYA	78
APPLICATION AND ADMISSION	86
TUITION	88
ACADEMIC SCHEDULE	

Design      www.facebook.com/JanisDesign  
Production      Mimi Laufer  
Editor      Marilyn Koolik  
Photography      Kfir Bolotin, Adi Cohen Zedek, Yotam From,  
Alon Gilboa, Mimi Laufer, Oren Shalev, Ran Yitzchak



*In the twenty years since its establishment, IDC Herzliya has gained international recognition and has become a leading institution of higher education in Israel. IDC was ranked, for the third time in a row, first amongst students in a satisfaction survey conducted by the National Student Union for course quality, faculty and student life.*

*IDC's uniqueness derives from a combination of the best lecturers and of interdisciplinary programs that help us prepare you to become a successful graduate ready for the next step you choose to take, whether it is in the job market or in academia. We advocate an approach of partnership with our students and we are committed to train you towards your professional future as we consider you to be our future leaders.*

*IDC has 6,500 students currently enrolled for undergraduate and graduate degrees. There are 1,500 students from eighty-six countries studying at the Raphael Recanati International School which creates a unique international atmosphere on our campus, and affords IDC the opportunity to nurture a generation of young leaders from all over the world.*

*Since we live in a fascinating and ever-changing reality, we try to equip you with the knowledge and tools which will help you succeed professionally and empower you in shaping your future.*

**President and Founder, IDC Herzliya**

*Prof. Uriel Reichman*

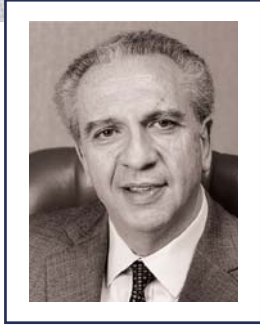




*My father, Raphael Recanati, had a dream and his vision was embraced by me: to bring those in the Diaspora closer to Israel. At the Raphael Recanati International School, we continually strive to achieve this goal by strengthening the bond between Israelis and students from around the world. When I meet our graduates, I realize that we are fulfilling the dream.*

**Chairman, IDC Herzliya  
Board of Directors**

*Oudi Recanati*



**Raphael Recanati**  
(1924-1999)



*The Raphael Recanati International School at IDC Herzliya is open to students from around the world who would like to deepen their bond with Israel while earning an internationally recognized academic degree. Our mission statement emphasizes that we are Zionists, here to contribute to Israel and to the Jewish People. We endeavor to build bridges between economic elites and the underprivileged, between Israelis and Diaspora Jews and between Israelis and their neighbors. IDC Herzliya is considered a prestigious university both nationally and internationally. Its academicians come from the Ivy League and other world renowned universities and they reflect a combination of scholarly excellence and*

*practical experience. We believe in “start-up academia” and encourage students to initiate, innovate, invent and create. RRIS has over 1,500 students from eighty-six countries - a quarter of the IDC Herzliya student body. Many of our students choose to make Israel their home after graduation while others become superb ambassadors for the State of Israel in their overseas communities. Some of our graduates continue on to graduate programs at top universities around the world while others work for successful global companies. We invite you to join us and look forward to helping you realize the dream of Theodore Herzl - "If you will it, it is not a dream," and spending “next year in Herzliya.”*

**Head, Raphael Recanati International School  
and Vice President for External Relations**

*Jonathan Davis*





**Samuel Dell'Ariceia**  
Rome, Italy  
*Business Administration*



**Abigail Ipale**  
London, England  
*Communications*



**Robert Demgenski**  
Heidelberg, Germany  
*Government*



**Gabriela Goldblatt**  
Cape Town, South Africa  
*Psychology*

*Raphael  
International*

*Recanati  
School*





*The vibe at IDC is exciting! Our small campus fosters an atmosphere for teachers, students and staff to get to know and network with one another. You will often see Israeli and international students gathering between classes for coffee, lunch or a chat on one of the many lawns.*

*The RRIS staff provides a “soft landing” with housing assistance, financial aid advice, visa information, health insurance and more. Our doors are always open, even simply to lend an understanding ear or a shoulder to lean on. Every new student has a peer counselor – a veteran Israeli student to help you navigate through your first year.*

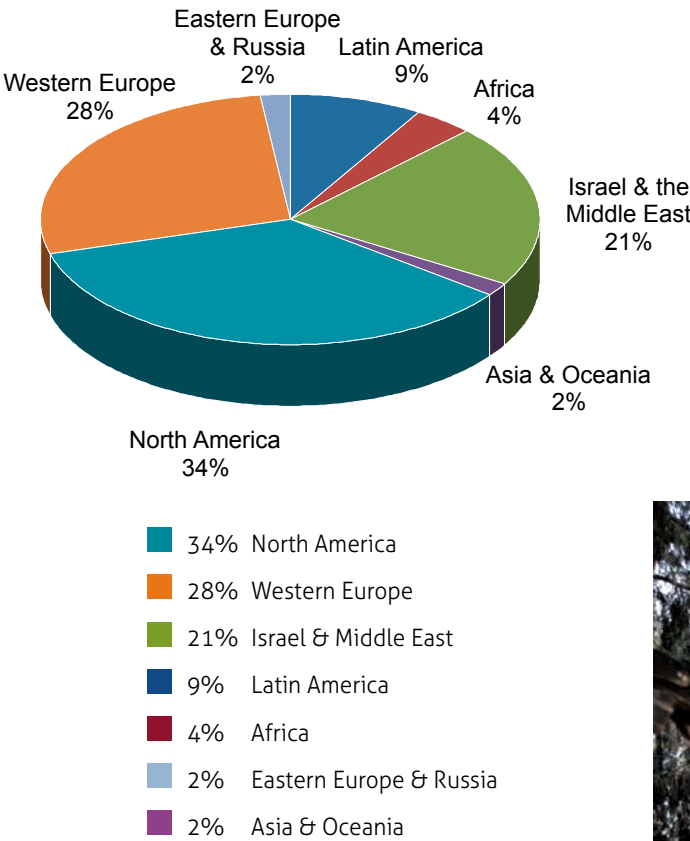
*Social events throughout the year include hiking and bike trips, holiday parties, comedy shows, contests and festivals. Extracurricular opportunities include debate, dance, choir, sports, Hillel House, Israel advocacy groups, trips, model UN, campus radio station, film club, community service and more. During Orientation Week meet academic faculty, tour the campus and the city of Herzliya, and end the week with a two-day trip to the Negev.*

*Come and be part of the excitement!*

**Director, Raphael Recanati International School**

*Rena Neiger*

# RRIS GLOBAL VILLAGE 2013– 2014



# RAPHAEL RECANATI INTERNATIONAL SCHOOL

- » The bachelor’s degree programs are taught in six semesters. Students earn an internationally recognized BA degree in only three years.
- » Degrees granted by IDC Herzliya are accredited by the Israel Council for Higher Education and are recognized worldwide.
- » The school’s faculty is world-renowned having earned their degrees from the best universities with a high percentage from the Ivy League.
- » Tuition at IDC Herzliya is significantly lower than that of colleges and universities of a similar stature in the United States.
- » The school helps young, bright adults and promising students to develop the skills to become future leaders.
- » International students learn side by side with their Israeli counterparts and are involved in all aspects of campus life.
- » The school offers an extensive extracurricular program that takes students beyond the boundaries of the IDC Herzliya campus and acquaints them with the long, rich history and diversity of Israel.







## THE CITY OF HERZLIYA

IDC is located in Herzliya, a city six miles north of Tel Aviv along the Mediterranean coast. For students, Herzliya is an ideal area as it is located in the center of the country and has both train and bus service available to all points throughout Israel. The IDC campus is in a residential neighborhood as are the student apartments – leafy, quiet streets with all the required amenities. Herzliya has malls, restaurants and pubs, concert halls, a downtown outdoor street mall with cafes and shops, parks and recreational facilities including jogging and bicycle paths and, of course, a beautiful, white sand beach.

IDC is surrounded by an urban environment that is characterized by a flourishing high-tech sector which has earned Israel the nickname “Silicon Wadi” and has attracted the interest of the world’s leading venture-capital firms. Many of the Israeli software and biotech companies traded on the American stock exchanges are located in the Herzliya area including Hewlett- Packard, Horizon Semiconductors, IBM, Kodak IL, Microsoft, Motorola and Texas Instruments.

For more information see

[www.herzliya.muni.il](http://www.herzliya.muni.il)

## LIVING ARRANGEMENTS

Raphael Recanati International School undergraduate students have the option of residing in IDC housing. These are comfortable apartments located off campus in residential neighborhoods throughout the city of Herzliya that IDC rents from private owners and then sublets exclusively to our students in groups of three to six students per apartment. Each student has his/her own bedroom which is furnished with a single bed (linens and towels are not included), desk, chair and closet. The shared kitchen includes a refrigerator, cooking platter and washing machine. The shared living room has sofas, a coffee table and dining table and chairs. The bathroom is also shared. There are a very limited number of master bedroom suites (bedrooms with connecting private bathrooms) which cost an extra \$50 US per month. The monthly rent is \$625 US (\$675 US for a master bedroom suite). \* The fee covers rent, municipal taxes and maintenance charges. Students are responsible for paying utility bills (water, gas, electricity, telephone, etc.) and arranging their own Internet connections. Students

renting an IDC apartment must sign a rental contract and a Code of Residency agreement before receiving the keys. The rental period ends on July 31. No refunds will be given for early departure.

There are a limited number of apartments available. In order to reserve a room a deposit of \$1,000 US must be paid no later than 10 days after acceptance to the school. The room deposit, which is a separate amount from the tuition deposit, will become a security deposit once the student moves into the apartment. It will be returned approximately six months after the student moves out of the apartment, pending payment of all outstanding bills and provided that no damage was caused. This housing program is designated only for students who arrive from abroad and whose immediate family does not live in Israel. Students please note: The above information is subject to change and notification will be sent out if there are changes.

\* Rental prices are subject to change according to the local real-estate market.



## HEALTH INSURANCE

All IDC Herzliya students are required to have comprehensive health insurance coverage throughout the period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee in accordance with the country’s health insurance legislation. International students who are not covered by Israel’s national health insurance must purchase a health insurance policy which will cover their health needs while studying at IDC. **All students will be charged \$690 US\* per year for comprehensive health insurance. If a student has alternative health insurance he/she must provide the IDC Absorption Coordinator with supporting documentation prior to the start of studies and the charge will be credited to student's tuition.** In order to have continuous coverage, the policy will automatically be renewed from one academic year to the next unless the student notifies the school in writing that he/she wishes to cancel.

\* Rates are subject to change according to insurance company rate fluctuations.

## VISA & STATUS ASSISTANCE

Students are responsible for clarifying and establishing their status in Israel and can turn to the Raphael Recanati International School staff for advice and assistance. Before commencing studies, all students must clarify their status and eligibility for a student visa (A-2) or Israeli citizenship with the Israeli embassy or consulate in their country of origin. International students who are children of an Israeli parent must settle all matters, such as deferment of military service, with the nearest Israeli embassy or consulate. The Jewish Agency provides advice and assistance to students considering immigrating to Israel [www.jewishagency.org/JewishAgency/English/Aliyah/Contact+Addresses](http://www.jewishagency.org/JewishAgency/English/Aliyah/Contact+Addresses) and for North America/UK [www.nbn.org.il/index.php](http://www.nbn.org.il/index.php)



# SCHOLARSHIPS

Various scholarship opportunities are available to students at the Raphael Recanati International School. The scholarships are awarded based on the candidate's background and/or status in Israel.

## Masa Scholarships

The Jewish Agency for Israel and the Israel Prime Minister's Office co-sponsor the Masa project to encourage young Jews who are not Israeli residents to study in Israel. Students up to the age of thirty-one, who have not been to Israel on a long term program before, are eligible for a grant from Masa to go towards tuition at the Raphael Recanati International School. Students will receive an initial grant based on their country of origin and can apply for additional funding of up to \$10,000 US which is awarded based on financial need.

Application forms for Masa must be completed online at [www.masaisrael.org](http://www.masaisrael.org). Please note, Masa is an independent initiative and therefore its criteria for evaluating scholarship requests may differ from those used to evaluate requests for the Raphael Recanati International School Scholarships.



- Olga Nazarova**  
Pyatigorsk, Russia  
Government
- Adam Adler**  
Kansas, US  
Business Administration
- Jaber Hameed**  
Iraq/UK  
Business Administration

## Raphael Recanati International School Scholarships

The school provides scholarships directly to its students based on financial need. Applicants interested in receiving a scholarship must complete the Application Form on-line, during the registration period, providing all of the information and documentation requested in order to be considered. Scholarship application forms are on-line at [www.idc.ac.il/RRISScholarships](http://www.idc.ac.il/RRISScholarships). Only forms that have been completed in full will be considered. Scholarship applications will be evaluated only after the applicant has been accepted to the school. Please note that scholarship recipients who withdraw during the academic year will be required to return all or part of the funds awarded.

Students who receive a scholarship are expected to perform thirty hours of community service over the course of the academic year in the school's offices or through one of the many organizations that cooperate with RRIS. Scholarship recipients can choose to tutor and mentor children, work with the elderly, create meals for the poor or volunteer with one of the non-profit organizations that operate in the Herzliya area.

## Federal Loans For American Students (FAFSA)

American students are eligible for Stafford Loans as part of the Direct Loans program. Registration from January, 2013 until April 30, 2014 online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov)

Our school code is: **G40703**.

Please contact us via e-mail upon receiving your SAR (Student Aid Report) [rris.financialaid@idc.ac.il](mailto:rris.financialaid@idc.ac.il)

## Student Aid For Canadians

Canadian students who wish to take out student loans via their local SAP are welcome to contact the Financial Aid Department for further assistance. Also contact OSAP (Ontario Student Assistance Program) [www.osap.gov.on.ca/OSAPPortal](http://www.osap.gov.on.ca/OSAPPortal)



## Additional Scholarship Opportunities

Various sources in the Jewish and general community provide financial aid and scholarships to students pursuing academic degrees in Israel. We recommend that applicants check with their communities, non-profit organizations, local Jewish federations and schools about the availability of and criteria for such scholarships. Many countries also have government-sponsored loan programs for students. Please check with local government representatives for details. Some of the many organizations that offer scholarships based on a variety of criteria are listed below. For other financial aid possibilities, please contact our Financial Aid Coordinator at [rris.studentaffairs@idc.ac.il](mailto:rris.studentaffairs@idc.ac.il)

- » Student Authority  
New immigrants can receive financial help if they meet the criteria. For more information contact your local *aliyah shaliach*. [www.moia.gov.il/English/Subjects/FinancialAssistance](http://www.moia.gov.il/English/Subjects/FinancialAssistance)
- » Friends of the IDF Impact  
For IDF veterans. [www.fidf.org/page.aspx?pid=270](http://www.fidf.org/page.aspx?pid=270)
- » Friends of the IDF HESEG Foundation Scholarships  
For IDF veterans. [www.heseg.com](http://www.heseg.com)
- » Gruss Fund  
For IDF veterans. [www.gruss.org.il](http://www.gruss.org.il)
- » Jewish Federations of North America (JFNA)  
[www.jewishfederations.org](http://www.jewishfederations.org)
- » NefeshB'Nefesh  
Awards grants for new immigrants from North America and the UK. [www.nbn.org.il](http://www.nbn.org.il)
- » Ami  
Awards grants for new immigrants from France. [www.ami-israel.org](http://www.ami-israel.org)
- » TELFED  
Awards grants for students from South Africa. Please contact the Jewish community of South Africa. [www.telfed.org.il](http://www.telfed.org.il)
- » Perach  
[www.perach.org.il](http://www.perach.org.il)
- » Pras  
[www.telfed.org.il](http://www.telfed.org.il)

For the full list of financial aid see  
[www.rris.idc.ac.il/scholarships](http://www.rris.idc.ac.il/scholarships)



# REQUIRED PREPARATORY COURSES

The Raphael Recanati International School curriculum includes preparatory courses prior to the beginning of the academic year in order to help students obtain the math and English language skills necessary to succeed in their studies.

Business Administration students are required to complete a preparatory course in math. Students for whom English is a second language, or who studied at a high school at which

English was not the primary language of instruction, must take an English proficiency examination. Students who earn the required grade on either the TOEFL (Test of English as a Foreign Language), IELTS (International English Language Testing System), PEARSON (Language Test), Cambridge English Assessment (CAE or CPE), or the Israeli Psychometric/Amiram are exempt from the English preparatory course.



Nimrod Stern  
Brussels, Belgium  
Business Administration

# ORIENTATION WEEK

The orientation program provides first-year students with the opportunity to meet one another, get acquainted with the academic and administrative staff, check out the campus facilities and explore the Herzliya area. The orientation program includes various social activities, information sessions regarding administration, the use of the campus facilities and an overnight excursion that is pure fun. This week is a vital part of the IDC Herzliya experience and is an effective way to ease into campus life. Participation is mandatory for all first-year students.

# LEARNING HEBREW

Hebrew is offered as an elective course for credit to RRIS students. Interested students will take a placement test and then placed into appropriate classes based on their test results. Classes are designed to help students feel comfortable using Hebrew. In addition, IDC offers a six week, intensive Summer Hebrew *Ulpan* which allows IDC students to learn Hebrew during the summer vacation. The *Ulpan* is run in conjunction with the Ministry of Education and the Ministry of Absorption and offers five levels of intensive Hebrew instruction. Please note that summer *ulpan* students are responsible for their own accommodations.



# THE LEA & NAFTALI BEN-YEHUDA STUDY SKILLS CENTER

The Center strives to help students who have been diagnosed with learning disabilities and/or attention deficit disorder to succeed academically. Learning disabilities result in a wide range of difficulties in reference to academic skills: reading; writing; processing information; and issues in time and self management. The Center has three main goals: to provide the student with the most significant strategies; develop the student's independent studying skills; and raise the student's awareness of his own style of studying. The Center offers both workshops and individual sessions.

[www.idc.ac.il/eng/ssc](http://www.idc.ac.il/eng/ssc)

# CAREER DEVELOPMENT CENTER

The Center strives to prepare students to enter the workplace and to assist them in locating suitable employment opportunities. The Center provides a variety of counseling, placement and informational services tailored to meet the specific needs of the students and graduates of each of IDC Herzliya's schools. These services include personal career counseling and assistance as well as lectures and workshops on job-seeking strategies. In addition, the Center creates recruitment and networking opportunities such as job fairs and employers meetings. The Center also maintains an updated listing of job openings in Israel for students and graduates.

[www.idc.ac.il/career/eng](http://www.idc.ac.il/career/eng)

# PSYCHOLOGICAL SERVICES

The IDC Herzliya Psychological Counseling Service is designed to promote the health and well-being of students. Resident psychologists provide professional, individualized counseling in both scholastic and personal matters – from problems related to social integration and learning disabilities to personal conflicts and crises. All counseling is kept strictly confidential. If extended treatment is recommended, the student is referred to a suitable off-campus professional. The Psychological Counseling Service also sponsors workshops on topics such as coping with anxiety in testing situations and inter-personal relations.

[www.idc.ac.il/eng/psycoun](http://www.idc.ac.il/eng/psycoun)



# THE ZELL ENTREPRENEURSHIP PROGRAM



The Zell Entrepreneurship Program Class of 2012 - 2013.

The Zell Entrepreneurship Program is a venture creation program for outstanding undergraduate students from all of the faculties at IDC Herzliya. The unique and innovative program, in its twelfth year, is funded generously by renowned entrepreneur Sam Zell of Chicago. It allows students to take an idea and to develop it into a real business venture in the course of an academic year. The venture creation process is complemented by advanced academic courses and an industry expert mentor assigned to each venture. The culmination of the year long program is a study trip to the US. Numerous ventures have launched as a result of the program and a few made significant exits.

[www.idc.ac.il/zell](http://www.idc.ac.il/zell)

**Dalya Forman**  
Toronto, Canada  
Business Administration



# NEVZLIN PROGRAM OF JEWISH PEOPLEHOOD

The Nevzlin Program of Jewish Peoplehood aims to give its students a broad basis of knowledge in Jewish history and Jewish cultural creation, as well as in the Jews' contribution to world cultures. The program strives to test the limits of Jewish pluralism: its essence; contents; and common characteristics. It includes courses in Bible studies, Jewish history, Jewish philosophy, Hebrew literature, Jewish and Israeli music and Jewish art. Most of the courses, primarily intended for international students, will be taught in English.



**Amos Wasserbach**  
Basel, Switzerland  
Government

# SEMESTER/ONE YEAR STUDY

The Raphael Recanati International School does not have a formal semester abroad/ one year abroad program at IDC. We encourage our students to come for a full degree program. However, there have been a number of exceptions where outstanding students have been allowed to study at IDC for a semester or a year. Please note that tuition for students studying for one semester only is \$9,000 US and for one year only is \$18,000 US.

# EXCHANGE PROGRAMS

The Raphael Recanati International School prepares students to play a role in global business and diplomacy on several levels. In addition to its curriculum, extracurricular activities and the international atmosphere on campus, IDC offers study abroad programs at some of the world's leading universities and hosts students from universities around the world.

IDC has over fifty exchange agreements.

INSTITUTION	COUNTRY
Bocconi University	Italy
Carlos III University of Madrid	Spain
Charles University	Czech Republic
Colegio de Estudios Superiores de Administración	Colombia
Copenhagen School of Business	Denmark
Duke University	US
Emory University	US
Fundação Getulio Vargas	Brazil
Hong Kong University	Hong Kong
Koc University	Turkey
LUISS Guido Carli University	Italy
Nanyang Technical University	Singapore
Nova School of Business & Economics	Portugal
Pompeu Fabra University	Spain
Royal Melbourne Institute of Technology	Australia
Sciences Po	France
Singapore Management University	Singapore
St. Francis Xavier	Canada
Stockholm University	Sweden
Syracuse University	US
Tsinghua University	China
University of Ottawa	Canada
University of Toulouse	France
The Wharton School, Univ. of Pennsylvania	US
Washington University of St. Louis	US
Yonsei University	South Korea
Zeppelin University	Germany

For more information  
see [www.studyabroad.idc.ac.il](http://www.studyabroad.idc.ac.il)

**Ming Ler Camelia Liow**  
Hong Kong, China  
Psychology







## ORIENTATION TRIP

*The Orientation Trip gave me a chance to bond with people that were going to be part of my life for the coming three years, all while having a great time!*

**Anca Uliu**  
Uricani, Romania  
Communications

## DEBATING

*Being a part of the Debating Club has been one of the most enriching and challenging experiences I've had at IDC. As a non-native English speaker, the Club has allowed me to become more fluent and comfortable when speaking English.*

[www.idc.ac.il/en/DebateClub](http://www.idc.ac.il/en/DebateClub)

**Rafael Tihanyi Feldman**  
Caracas, Venezuela  
Government

## ENTREPRENEURSHIP CENTER

*The Entrepreneurship Center serves as a greenhouse for hands-on business experience. It's a combination of excitement and experimentation.*

[www.idc.ac.il/en/EntrepreneursCenter](http://www.idc.ac.il/en/EntrepreneursCenter)

**Alick Friedman**  
Ramat Hasharon, Israel  
Communications

## STUDENT UNION

*The Student Union is a place you can go to for everything from a platform for creative ideas or just to have a cup of coffee. The Union fulfills student's needs both academically and socially.*

[www.myidc.org.il/English](http://www.myidc.org.il/English)

**Karen Yoseph**  
California, US  
Government

## HILLEL

*Many students don't have families in Israel but want to observe Jewish traditions. Hillel offers the opportunity to come together with Israelis and international students to celebrate Shabbat and the chagim and I'm grateful there is an organization looking out for us.*

[www.idc.ac.il/en/hillel](http://www.idc.ac.il/en/hillel)

**Coral Sachs**  
Cape Town, South Africa  
Business Administration

## ATHLETICS

*Deciding to join the waterpolo team was one of the best decisions I have made since coming to IDC. The physical, social and multicultural aspects have made it a truly inspirational experience, one that I will always remember.*

[www.idc.ac.il/Athletics](http://www.idc.ac.il/Athletics)

**Josh Scher**  
Cape Town, South Africa  
Business Administration

From left:

**Airton Manuel**  
Luanda, Angola  
Business Administration

**Nathan Sadoun**  
Antibes, France  
Government

**Daniel Lopez Baez**  
Puerto de la Cruz, Spain  
Government

**Leo Cohen-Sabban**  
Bourg la Reine, France  
Business Administration

**Paul Amos**  
Valenza, Italy  
Government







**Avi Katz**  
Hofit, Israel  
*Business and Law*



**Amy Cohen**  
Johannesburg, South Africa  
*Business and Law*



**Gilat Allegria Shukrun**  
Hadera, Israel  
*Business and Law*



**Nir Dagan**  
Sunnyvale, US  
*Business and Law*



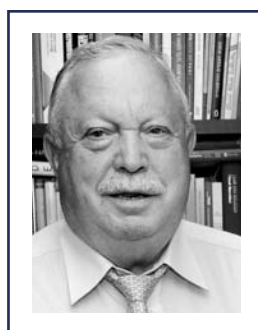


## THE DUAL DEGREE IN INTERNATIONAL BUSINESS LAW AND BUSINESS ADMINISTRATION

*In the borderless modern business world of the age of globalization, local legal expertise on its own is becoming rapidly insufficient. We understand that today there is a growing need for international business law expertise and the capability of coping with the challenges of globalization. With this in mind we've established a new, first of its kind, innovative program: **The Dual Degree in International Business***

***Law and Business Administration.** The knowledge that the program's graduates will acquire during their studies and the synergy between the two disciplines – law and business – will provide them with a significant added value in their professional future, whether in law, business or government. I welcome you to acquire your legal education with us and enjoy the many benefits of our study program.*

*Prof. Sharon Rabin-Margalioth  
Dean*



## DR. HARRY RADZYNER

Dr. Harry Radzyner is very active in the affairs of the Jewish communities in Dusseldorf and Mallorca. He is also active in the German-American Chamber of Commerce and is a member of the Club of Industry in Dusseldorf. He is an honorary senator of Heinrich Heine University of Dusseldorf. Dr. Radzyner was the first to contribute to IDC Herzliya in the days when it was merely a dream and a vacant army base. Dr. Radzyner has been a member of the IDC Herzliya Board of Directors since its inception and was named an honorary fellow of IDC Herzliya in May 2004.

## HIGHLIGHTS

**The Student Exchange Program:** One of the most exciting opportunities available at IDC is the Exchange Program which offers students the opportunity to study abroad for either one semester or a year in one of over forty approved universities in various countries around the world, including Duke, Heinrich Heine, SMU and more. The Exchange Program provides students with the opportunity to experience internationalism first-hand and to explore new cultures and societies.

**Special Programs:** Students will be able to participate in a variety of special programs available in English such as the prestigious Zell Entrepreneurship Program for outstanding students. For more information on special programs available to law students [www.idc.ac.il/eng/law/specialprograms](http://www.idc.ac.il/eng/law/specialprograms)

**The Law Schools Global League:** Radzyner School of Law is a founding member of the Law Schools Global League. The League, which brings together over twenty prominent law schools from different countries, was founded with the goal of facing the challenges that globalization poses for legal education and academic research by jointly initiating a variety of activities designed to create international cooperation and collaboration between law schools.

**Legal Clinics:** Radzyner School of Law offers its students the opportunity to gain valuable practical experience by participating in legal clinics concentrating on international aspects of the legal profession.

**Student Activities:** Local and international students at the IDC enjoy a variety of social activities throughout the entire academic year, including the annual trip to Eilat, the annual Student Day, bicycle trips and hikes around the country, food and culture festivals, sporting events and more.

*Registration to the International Business Law and Business Administration degree is subject to the opening of the program.*





# THE DUAL DEGREE IN INTERNATIONAL BUSINESS LAW AND BUSINESS ADMINISTRATION

## PROGRAM

The program, which is taught in English, focuses on global legal principles and is designed to provide the students with an in-depth understanding of international business law. The program's graduates will complete their studies at our school practice-ready, holding the tools to successfully integrate into the global legal world as well as the international business sphere.

Graduates of this four year program will receive an LLB degree in Law with a specialization in International Business Law, and will have the option of obtaining a dual degree in Law and Business Administration (LLB + BA) by extending their studies by one summer semester. Upon completion of their studies, the program's graduates will be able to pursue legal internship and sit the bar exam in Israel as well as sit for the bar examination in foreign jurisdictions subject to the required adaptations to the local regulations in each country.

One of the Dual Degree in International Business Law and Business Administration program's main goals is to create a truly international learning experience. We are constantly expanding the school's international focus and developing new and exciting opportunities for our students to explore the legal discipline on a global level. Radzyner School of Law is one of the founding members of the Law Schools Global League – an alliance between more than twenty law schools across the globe, designed to promote mutual global academic ventures – and maintains strong collaborative relations with leading law schools in the world. Our students also have the opportunity of studying abroad for one semester as part of our extensive student exchange program.

Students will also be able to choose from a wide variety of English taught elective courses from all other programs in the Raphael Recanati International School, including in government and diplomacy, psychology, business, communications and more. For more information on available courses, you're welcome to visit the RRIS website via the following link [www.rris.idc.ac.il](http://www.rris.idc.ac.il)

We take great pride in our versatile faculty, comprised of internationally renowned legal scholars from Israel and abroad alongside expert professionals with notable practical experience. Many of them have led significant research careers and lectured in the world's top law schools.

Graduates of Radzyner School of Law are widely known for their integrated knowledge of law and business as well as their unique capabilities and qualifications acquired via their participation in a wide variety of special programs and self-development opportunities. We encourage our students to pursue excellence and self-accomplishment.

*Outstanding graduates of previous academic degrees will be able to apply for the LLB Program for Outstanding Students, which consists of 144 credit points taken over 6 semesters. For more information see our website [www.rris.idc.ac.il/law&bus](http://www.rris.idc.ac.il/law&bus)*

## Eligibility to Take the Bar Examination

### » Israel

In order to take the bar examination and become a member of the Israel Bar Association, one must hold a degree in law obtained from a recognized Israeli institute of higher education. It is also required to complete a one-year internship.

### » United States

Eligibility to take the bar in the US varies from state to state. Graduates of a non-US law school are eligible to take the bar in various states subject to varying requirements, such as the obtainment of an LLM from an ABA approved school or the completion of graduate law courses, practice of law in home jurisdiction, determination of educational equivalency, etc.

### » Canada

In Common Law jurisdictions (the English-speaking provinces and territories in Canada), in order to practice as a lawyer, foreign applicants must obtain admission to the Canadian Law Society of a specific province or territory. To do this, applicants must first receive Certificate of Qualification from the National Committee of Accreditation (NCA) of the Federation of Law Societies of Canada (FLSC). Anyone may apply for an assessment, which is then made on a case-by-case basis.

### » England

In order to qualify as solicitors, overseas graduates are required to take a one year conversion course (the Common Professional Examination/Post-Graduate Diploma in Law), followed by a Legal Practice Course (LPC). After completing these courses, graduates are eligible to begin their two-year training with an authorized firm of solicitors.

Further information on the eligibility to sit for the bar in various jurisdictions around the world, inter alia the US, Canada, Israel and the UK, is available via the links provided in the Radzyner School of Law website: [portal.idc.ac.il/en/schools/Law/homepage/Pages/homepage.aspx](http://portal.idc.ac.il/en/schools/Law/homepage/Pages/homepage.aspx)





# RADZYNER SCHOOL OF LAW

## CURRICULUM

The undergraduate program leading to a dual degree in Law and Business Administration (LLB + BA) consists of 201 credits. The program is designed to be completed over a period of four years and an additional summer semester or a total of nine semesters. Students can also choose to join the undergraduate Law and Business program leading to an LLB in Law, which consists of 182 credits. The program is designed to be completed over a period of four years or eight semesters. The study program consists of legal courses, business courses and specialization courses integrating between law and business. Additional information with regard to the courses, including course descriptions, can be found on our website [www.rris.idc.ac.il/law&bus](http://www.rris.idc.ac.il/law&bus)



### YEAR I

#### Fall Semester

- » Legal Writing and Research in English I
- » Constitutional Law
- » Introduction to Jurisprudence
- » International Law
- » Introduction to Micro Economics
- » Mathematics I

#### Spring Semester

- » Legal Writing and Research in English II
- » Introduction to Law and Psychology/  
Introduction to Ethics and Law
- » Criminal Law
- » Introduction to Macro Economics
- » Mathematics II
- » Statistics I



### YEAR II

#### Fall Semester

- » Law of Torts
- » Family Law
- » Comparative Law: Introduction to Legal Systems
- » Statistics II
- » Accounting for Lawyers
- » Organizational Behavior

#### Spring Semester

- » Contract Law
- » Introduction to the American Legal System
- » Administrative Law
- » The Consumer and the Firm in the Economy
- » General Electives



### YEAR III

#### Mandatory Legal Courses

- » Property Law
- » Tax Law
- » Corporate Law
- » Historic Introduction to Jewish Law
- » International Business Transactions
- » Legal Seminar

#### Mandatory Business Course

- » Principles of Marketing Management

#### Specialization Courses

- » International Trade Law
- » European Business Law
- » International Banking Law
- » International Tax Law
- » Negotiations/Critical Thinking
- » Law and Business of Corporate Governance

### YEAR IV

#### Mandatory Legal Courses

- » Civil Procedure and Complex Litigation
- » Conflict of Law
- » Criminal Procedure
- » Evidence Law
- » Labor Law
- » Legal Seminar

#### Mandatory Business Courses

- » Fundamentals of Finance
- » Investment Theory

#### Specialization Courses - Electives

- » Resolution of International Business Disputes
- » Legal Aspects of International Finance
- » Innovation Law
- » International Intellectual Property Law
- » International Secure Transactions
- » Technology Law and Policy
- » International Mergers and Acquisitions
- » Global Antitrust and Unfair Competition Law
- » The Law of Cross Border Insolvency and Bankruptcy
- » Securities Markets in a Global Environment
- » Law and Business of Financial Institutions
- » Global Corporate Compliance
- » Global Corporate Counseling
- » Immigration Law
- » The Tech Start-Up Practical Legal Clinic
- » European Union Law

### ADDITIONAL GENERAL LEGAL ELECTIVES

A wide selection of additional general legal electives is available, including:

- » Affordable Housing Law and Policy
- » Fundamentals of Class Actions in the US
- » Mergers and Acquisitions: Recent Developments and Cutting-Edge Issues

For full list of general legal electives see IDC handbook: [www.idc.ac.il/handbook](http://www.idc.ac.il/handbook)

### ADDITIONAL COURSES FOR COMPLETION OF BA IN BUSINESS ADMINISTRATION

- » The Macroeconomics Environment
- » Research Methods
- » Managerial Accounting
- » Finance Seminar
- » Integrated Marketing Communications
- » The Firm in the Global Economy
- » Human Resource Management

\* The course titles are representative; the actual courses offered will vary from year to year.

IDC Herzliya reserves the right to cancel, alter or expand the academic programs and courses offered.





# BUSINESS AND LAW FACULTY



**Dr. Rifat Azam, LLD, The Hebrew University of Jerusalem, 2006**

Dr. Azam is an assistant professor at Radzyner School of Law. His teaching and research interests include tax law, international taxation, tax policy, cyberspace law and e-commerce taxation. He was a Michigan Grotius Visiting Scholar at the University of Michigan Law School and a Visiting Researcher at Harvard Law School. Prior to joining IDC, Dr. Azam served as Legal Assistant to Chief Justice Aharon Barak at the Supreme Court of Israel.

**Prof. Aharon Barak, LLD, The Hebrew University of Jerusalem, 1963**

Prof. Barak served as a Justice on the Supreme Court of Israel for 28 years, 11 of which as President. He also served as the Attorney General of Israel. He teaches as a Visiting Professor at Yale University School of Law and at the University of Toronto School of Law. He taught at the law schools of the University of Michigan and NYU. Prof. Barak served as chairman of various public commissions, including the Public Commission for the New Law on Government Corporations, for the Codification of Civil Law and others. He has published many books and articles about law and has received various awards such as the Israel Prize for Law and the Zeltner Prize.



**Prof. Moshe Barniv, PhD, Tel Aviv University, 1983**

Prof. Barniv was dean of Radzyner School of Law. He lectures on business law in senior executive programs in major Israeli institutions and corporations. Prof. Barniv was a member of the Board of Directors of the Israeli Stock Exchange and of the association which organized the 50th jubilee events in Israel. He has also been active as a partner in a law firm, an entrepreneur and a businessman. Among his business activities Dr. Barniv established and managed Yeda Computers Ltd. which was a publically traded company.

**Dr. Lior Barshack, PhD, University of Oxford, 1996**

Dr. Barshack is a professor at Radzyner School of Law. His main areas of research are the theory of sovereignty, law and theories of kinship, and law and aesthetics. He was a visiting professor at Birkbeck College, School of Law, London.



**Prof. Yishai Beer, PhD, The Hebrew University of Jerusalem, 1990**

Prof. Beer is a professor at Radzyner School of Law and served as dean. Prof. Beer's specialty is taxation and he has taught courses and seminars in taxation and corporate law at The Hebrew University of Jerusalem. He was also a Visiting Scholar at Harvard Law School and at NYU Law School. In addition to his academic career, Prof. Beer is also a Major General (res.) in the Israel Defense Forces. He served as a corps commander and as president of the Israeli Military Court of Appeals (2002-2007).

**Dr. Eli Bukspan, S.J.D., Harvard Law School, 1996**

Dr. Bukspan's research focuses on: the legal aspects of corporate responsibility; contract and corporate law, as well as their interplay with social and ethical disciplines; and consumer protection, labor, environmental and public law. His main fields of teaching are in contract and corporate law. Dr. Bukspan was the founder of The Program for Legal Support and Social Involvement, the first legal clinic established at IDC, which he now chairs. He also served as editor-in-chief of the *IDC Law Review*. His public roles include serving as chair of the Fund for Class Action Funding.



**Prof. Moshe Halbertal, PhD, The Hebrew University of Jerusalem, 1989**

Prof. Halbertal received his PhD in Jewish thought and philosophy from The Hebrew University of Jerusalem. He is a professor of law at NYU Law School and at Radzyner School of Law, and a professor of Jewish thought and philosophy at The Hebrew University of Jerusalem. He was a Visiting Professor at Harvard Law School, the University of Pennsylvania Law School and was a Fellow at the Society of Fellows at Harvard University. Prof. Halbertal is the recipient of the Bruno Award of the Rothschild Foundation and the Goren Goldstein Award for the best book in Jewish thought.

**Dr. Assaf Jacob, J.S.D, University of Chicago Law School, 1998**

Dr. Jacob is primarily interested in tort law, computer law and intellectual property law. Other teaching and research interests include law and economics and theories of property rights. Dr. Jacob earned his LLB from Tel Aviv University where he served as a member of the editorial board of the *Tel Aviv University Law Review* and later as an associate editor. He served as a clerk to the former Chief Justice Meir Shamgar. Dr. Jacob received his LLM from the University of Chicago Law School and is a member of the Israel Bar Association.



**Dr. Daphna Kapeliuk, J.S.D, Tel Aviv University, 2006**

Dr. Kapeliuk received an LLM from Katholieke Universiteit Leuven in Belgium and an LLB from The Hebrew University of Jerusalem. Her research focuses mainly on alternative dispute resolution, international business arbitration and private international law. Dr. Kapeliuk's articles on arbitration have been published in some of the field's leading journals.

**Prof. Alon Klement, S.J.D., Harvard Law School, 2000**

Prof. Klement holds an LLM from Harvard Law School and an LLB and BA in Economics from Tel Aviv University. He visited and taught at Columbia University, Boston University and at the University of Bologna. Prof. Klement was a fellow at the Harvard Program on Negotiation and has taught at Harvard College and at the Law School's graduate program. His research focuses on civil procedure, law and economics and law and social norms. He specializes in class actions, on which he has published most of his articles in leading law reviews.



The above faculty members, although not all, will be teaching throughout the BA program.





**Dr. Ronen Kritenshtein, LLD, The Hebrew University of Jerusalem, 2006**

Dr. Kritenshtein serves as Radzyner School of Law's vice dean. He holds several additional academic degrees in economics, business administration, Talmud and history. Dr. Kritenshtein's main fields of expertise are property law, Jewish law and inheritance law. He was a visiting professor at The Yeshiva University Center for Jewish Law and Contemporary Civilization at Benjamin N. Cardozo School of Law. Dr. Kritenshtein is also the academic coordinator of the Israel Bar Association's inheritance law course for lawyers.

**Prof. Amnon Lehavi, J.S.D., Yale Law School, 2003**

Prof. Lehavi is the Atara Kaufman Professor of Real Estate at Radzyner School of Law, and academic director of Gazit-Globe Real Estate Institute at IDC. He has published extensively in leading journals including the *Columbia Law Review*, *Virginia Law Review*, *Texas Law Review*, *Law and Social Inquiry*, and *Yale Journal of International Law* and others. Prof. Lehavi has won numerous prizes, including the Tzeltner Award for an outstanding young scholar and the IDC Award for Excellence in Scholarship. He currently serves as the chairperson of the Israeli Association of Private Law.



**Prof. Amir Licht, S.J.D., Harvard Law School, 1998**

Prof. Licht holds an S.J.D. and LLM from Harvard Law School and an LLB and BA from Tel Aviv University. He specializes in corporate law, securities regulation, advanced corporate governance, multinational corporations, law and social norms, and securities regulation in global markets. He has visited and taught at Berkeley, Pompeu-Fabra University and Duke-HKU Asia-America Institute in Transnational Law, HKU. His research is published in leading journals in law, financial economics and management, both in Israel and abroad. He also consults various governmental bodies, such as the Ministry of Justice and the Israel Antitrust Authority.

**Dr. Eliav Lieblich, J.S.D., Columbia University School of Law, 2012**

Dr. Lieblich holds an LLM from Columbia University Law School and an LLB from The Hebrew University of Jerusalem. Dr. Lieblich's fields of expertise include: public international law; the international law on the use of force; international humanitarian law; international human rights law; and international organizations. He was a recipient of the Norman E. Alexander Scholarship at Columbia and was a Neubauer Fellow at Tel Aviv University's Institute for National Security Studies. Dr. Lieblich has given legal counseling to international organizations, governmental bodies and civil society organizations.



**Dr. Moran Ofir, PhD, The Hebrew University of Jerusalem, 2012**

Dr. Ofir received her doctorate from the Center for Rationality of The Hebrew University of Jerusalem where she also completed a law degree and MBA. Dr. Ofir specializes in: corporate law and securities; corporate finance; economic analysis of law; and behavioral law and economics. She was a Visiting Scholar at the Hauser Global Law School Program of New York University.



**Dr. Liav Orgad, LLD, The Hebrew University of Jerusalem, 2011**

Dr. Orgad specializes in comparative constitutional law, comparative immigration law, constitutional identity, citizenship theory, and multiculturalism. He holds an LLM from The Hebrew University, an LLM from Columbia Law School and an LLB and BA from IDC Herzliya. Dr. Orgad visited at Harvard, Columbia, NYU, the Roosevelt Academy and Utrecht University. He served on Israel's Advisory Committee on Immigration Policy, Israel's National Security Council and was a Fellow at the Jewish People Policy Institute. Dr. Orgad was the recipient of several prizes and fellowships including the Dan David Scholarship Prize, Fulbright Alumni Prize, Rothschild Fellowship, Jean Monnet Fellowship and others.

**Prof. Uriel Procaccia, S.J.D., University of Pennsylvania, 1972**

Prof. Procaccia serves as head of Radzyner School of Law's LLM program. He is also a Fellow at the Center for the Study of Rationality at The Hebrew University and a Member of the Academic Board at the Institute of Law and Culture (Rechts als Kultur), Bonn, Germany. Prof. Procaccia has visited and lectured at various universities worldwide including: Wharton; University of Southern California; University of Tuebingen, Germany; Columbia University and Cardozo. Prof. Procaccia wrote the draft of the new Israeli Companies Law and was appointed by the Securities Authority as chair of the Advisory Committee on Alternative Trading Systems.



**Dr. Yuval Procaccia, S.J.D., Harvard Law School, 2009**

Dr. Procaccia specializes in economic analysis of law, behavioral law and economics and contract law. He holds an LLM from Harvard Law School as well as an MA in Economics and a joint LLB and BA in Law and Economics from The Hebrew University of Jerusalem. He was a research fellow at the Olin Center of Law, Economics and Business and at the Program on Negotiation at Harvard. Dr. Procaccia won a Fulbright Fellowship, the E. David Fischman Fellowship, and The Hebrew University Rector Prize. After his LLB studies, Dr. Procaccia clerked at the Supreme Court of Israel for Justice Dalia Dorner.

**Prof. Sharon Rabin-Margalioth, J.S.D., New York University Law School, 1997**

Prof. Rabin-Margalioth is the dean of Radzyner School of Law. She holds a J.S.D. and an LLM from NYU and an LLB from The Hebrew University. Prof. Rabin-Margalioth was a Visiting Scholar at NYU and Harvard and a Global Visiting Professor of Law at NYU. Prof. Rabin-Margalioth's research focuses on employment discrimination law, the legal impact of the entrance of women into the workforce, procedural protection of employee rights, and the relationship between legal rules and the transformation of the labor market. Her articles are often cited by the Israeli courts, including the Supreme Court.





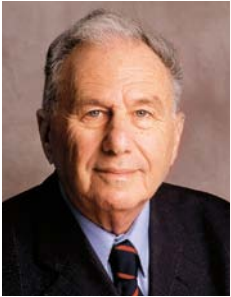


**Dr. Anat Rosenberg, PhD, Tel Aviv University, 2011**

Dr. Rosenberg completed her LLB at The Hebrew University of Jerusalem. She was a Visiting Fellow at Columbia University and a Research Fellow at the Sacher Institute for Legislative Research and Comparative Law. Dr. Rosenberg's research interests focus on: liberal thought in late modernity and liberalism critique; cultural representations of modern market society; contract law and perceptions of the contracting individual; the promise of marriage; and the interrelations of law and literature.

**Prof. Amnon Rubinstein, PhD, London School of Economics, 1960**

Prof. Rubinstein is a professor and a member of the senior staff of Radzyner School of Law. He has taught at Tel Aviv University also serving as faculty dean. Prof. Rubenstein won the Israel Prize for Law, served as Education Minister. His specializations are: constitutional law; multiculturalism; education; and human rights. His main research and publications concern Israeli law and the legal foundations, social and historical context of Israeli society.

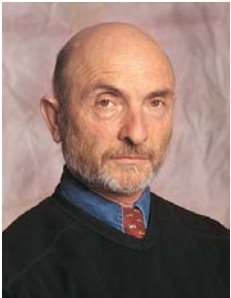


**Prof. Guy Seidman, S.J.D., Northwestern University, 1999**

Prof. Seidman graduated Tel Aviv University with an LLB and LLM. He has visited and taught at various institutions in Israel, Europe and the United States including the University of Chicago, Northwestern University, Boston University and the Max Planck Institute at Heidelberg. Prof. Seidman is primarily interested in administrative law and comparative law and the cross between the two. A former officer of the Israeli Judge Advocate General's Corps., Prof. Seidman's other teaching and research interests include military law as well as medical law. Prof. Seidman has written extensively in his fields of research.

**Prof. Yoram Shachar, PhD, Oxford University, 1976**

Prof. Shachar is a full professor at Radzyner School of Law and served as the school's first dean. He was J.R. Fellow at St. John's College, Oxford, and held visiting positions at the University of Michigan, Boston University and the University of Southern California. Prof. Shachar was also a Resarch Fellow at the Max Planck Institute for Public and International Law in Germany and a Fellow at the Institute of Advanced Studies of The Hebrew University. Prof. Shachar's areas of research are legal systems, legal history and criminal law.



**Dr. Hillel Sommer, J.S.D., Yale Law School, 1994**

Dr. Sommer holds an LLM from Yale Law School and an LLB from Tel Aviv University. He was the recipient of a Fulbright Fellowship for his studies at Yale. At IDC, Dr. Sommer served as the first dean of Student Affairs and as vice dean of the Law School. Dr. Sommer published several law review articles in Israel and abroad. In the past Dr. Sommer (who is admitted to practice law in Israel and in New York) practiced with Haim Zadock & Co., Tel Aviv, and with Cadwalader, Wickersham & Taft, Washington D.C.



**Dr. Rivka Weill, J.S.D., Yale Law School, 2002**

Dr. Rivka is an associate professor at Radzyner School of Law. She received her LLM from Yale Law School and holds BA degrees in both law and accounting. Dr. Weill received IDC's "Best Researcher in Law School" award as well as the IDC's "Best Lecturer in Law School" award. Her areas of expertise are constitutional law and administrative law, with a focus on both theoretical and comparative aspects of the fields. Dr. Weill's articles have been published in leading law journals in the United States, the United Kingdom and Israel.

**Dr. Ruth Zafran, LLD, The Hebrew University of Jerusalem, 2004**

Dr. Zafran has an LLB from Tel Aviv University. She was a visiting scholar at The Center for The Study of Law and Society at UC Berkeley. Dr. Zafran's research focuses on family law, especially the status of children in the family and the legal ramifications of assisted reproductive technology.



**Dr. Lior Zemer, PhD, Osgoode Hall Law School, Toronto, Canada 2005**

Dr. Zemer joined the Radzyner School of Law in 2006. Before his PhD studies and after his LLB he completed two master's degrees: an M.St from Oxford University; and an LLM from The Hebrew University of Jerusalem. Dr. Zemer is a Visiting Associate Professor at Boston University School of Law. He previously taught at the faculties of law in Leicester and Birmingham, UK, and Osgoode Hall Law School, York University, Toronto. His research interests include Intellectual property law and policy, jurisprudence, international and European law.

**REPRESENTATIVE LIST OF INTERNATIONAL VISITING PROFESSORS FROM RECENT YEARS**  
Radzyner School of Law hosts a selected group of world-renowned overseas visiting professors each year. Following is a list of some of the visiting professors who have taught courses in our school in recent years:

- Prof. Lee Fennell**, University of Chicago
- Prof. Frank Michelman**, Harvard University
- Prof. Jesse Fried**, Harvard University
- Prof. Joseph Weiler**, NYU
- Prof. Jim Cox**, Duke University
- Prof. Malcolm Feeley**, UC Berkeley
- Prof. Bernard Black**, Northwestern University
- Prof. Randall Lesaffer**, University of Tilburg
- Prof. Zhenmin Wang**, Tsinghua University
- Prof. Oscar Vilhena**, Dean, FGV Sao Paulo
- Prof. Katharine Bartlett**, Duke University
- Prof. Paul Stephan**, University of Virginia

- Prof. Sanford Levinson**, University of Texas
- Prof. Suzanne L. Stone**, Cardozo Yeshiva University
- Prof. Fu Hualing**, Hong Kong University
- Prof. Frederick Schauer**, University of Virginia
- Dr. Stephan Schill**, Max Planck Institute, Heidelberg
- Prof. Wolf-Georg Ringe**, Oxford University
- Prof. Malcolm Shaw**, University of Leicester
- Prof. Michael Dorf**, Cornell University
- Prof. Michael Furmston**, Dean, SMU
- Prof. Dieter Grimm**, Humboldt University
- Prof. Robert Burt**, Yale University
- Prof. Katharina Pistor**, Columbia University

The above faculty members, although not all, will be teaching throughout the BA program.

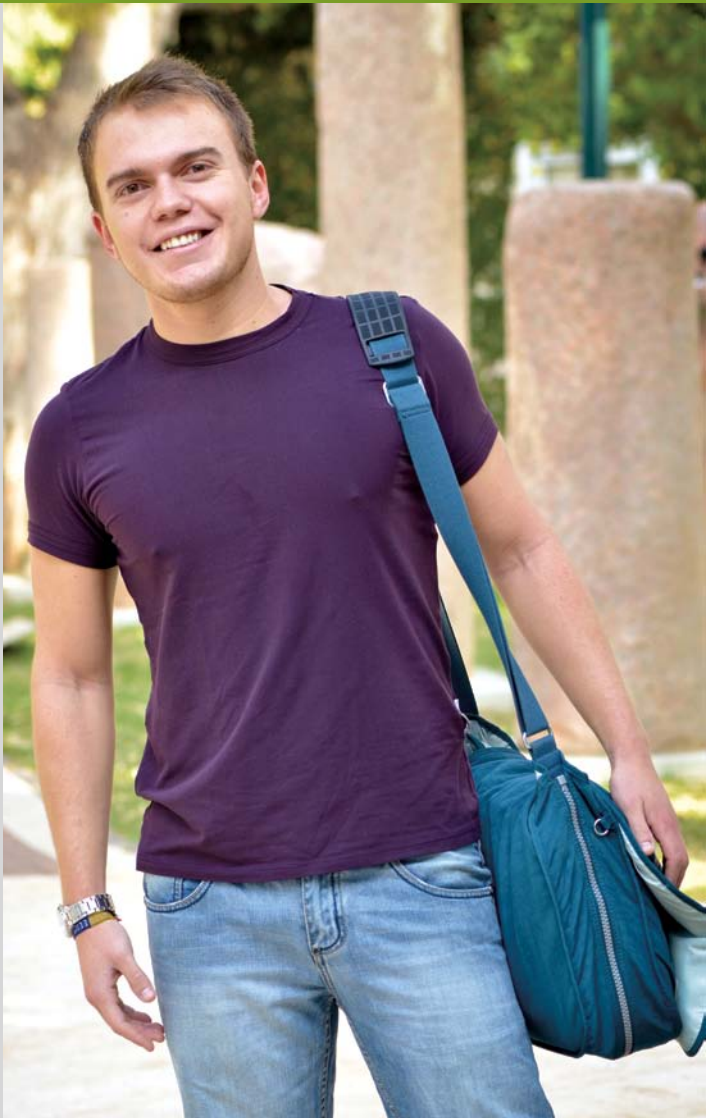




**Aaron Taylor**  
Toronto, Canada  
*Business Administration*



**Coral Sachs**  
Cape Town, South Africa  
*Business Administration*



**Alejandro Cadena**  
Quito, Equador  
*Business Administration*



**Benedetta Spizzichino**  
Rome, Italy  
*Business Administration*





## ARISON SCHOOL OF BUSINESS

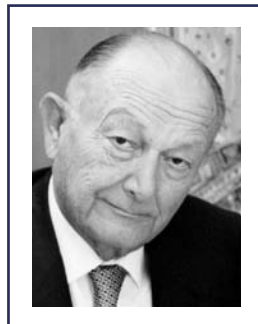
*More than ever before in human history, managers and businesses operate in an unstable and uncertain environment. Our mission is to educate business managers on how to lead and succeed in such turbulent times.*

*Our students grow not only professionally but also in their managerial and leadership skills. They learn not only the standard core concepts of business education but also the most advanced ideas and tools. They are exposed not only to theories but also to real world business examples and insights. Our professors are world-*

*renowned scholars and practitioners, who are not only experts in their fields but also have lectured at the world's top universities. They are not only leading scholars but also outstanding lecturers.*

*Our program is innovative and is continually updated to reflect new developments in business education and the global arena. It is international in many dimensions - students, professors, specific courses and trips. Studying in such a program gives students a significant advantage in developing international connections and in discovering global business opportunities.*

*Prof. Ron Shachar, Dean*



## TED ARISON (1924-1999)

Ted Arison was born and raised in Tel Aviv. He enlisted in the Jewish Brigade of the British Army during WWII and went on to become a lieutenant-colonel in the Israel Defense Forces. He and his family moved to the United States and influenced the cultural life of Miami by establishing the National Foundation for Advancement in the Arts, the New World Symphony, and purchasing the Miami Heat NBA team. The Arison Foundation in the US was founded in 1991, followed by his foundation in Israel which supports and contributes to education, health, research, and art. The Arison School of Business was established in 1995.



## BUSINESS ADMINISTRATION SPECIALIZATIONS

### Finance

The major in finance prepares students to succeed in lucrative positions in financial institutions such as banks and insurance companies, and in the financial departments of corporations and consulting firms.

Finance is one of the most dynamic fields in business administration. The increasing globalization of markets and stock exchanges and the ongoing development of sophisticated new financial instruments means that companies need to constantly master the latest financial techniques. Companies and institutions in the capital markets obtain their competitive edge by using the most sophisticated instruments to price assets, raise funds, evaluate potential investments, manage risks and implement mergers and acquisitions.

The major in finance teaches both theoretical principles and practical skills with courses on corporate finance, asset investments and derivatives, financial risk management and investment portfolio management. Students apply all this in a seminar in which they complete a consulting project, either evaluating a company or researching performance in the capital market. In addition to preparing students for successful careers, the major in finance teaches them how to manage capital.

### Marketing

The major in marketing provides students with wide-ranging, in-depth knowledge of the various components of marketing as well as an understanding of modern marketing. The teachers present theories and the latest research, using them to analyze case studies. Guest lecturers share their experience and wisdom, and students obtain real-world experience by working on team projects with leading companies. In addition to the classic marketing courses, the curriculum includes innovative courses such as electronic commerce management, integrated marketing communications, retail marketing management and public relations, as well as workshops on creativity in marketing and presentations.

Our graduates have the skills and knowledge to develop a career in marketing, serving as marketing directors, marketing communications directors, product managers and brand managers at companies and organizations. In addition, our graduates play an integral role as consultants, researchers, planners or budget designers at companies that provide marketing services.

**Tal Elbaum**  
Zürich, Switzerland  
Business Administration







**Nicolai Gross Buening**  
Dusseldorf, Germany  
*Business Administration*

**Audery Abecassis**  
Guadeloupe, France  
*Business Administration*

**Itai Atedgi**  
New York, US  
*Business Administration*

**Raphael Chicheportiche**  
Paris, France  
*Business Administration*



# BUSINESS ADMINISTRATION CURRICULUM

The undergraduate program leading to a BA in business administration consists of approximately 120 credits and is designed to be completed over a period of three years or six semesters. Students can choose to major in either marketing or finance. Students are expected to take 12 credits of either marketing or finance courses, 10 credits of business administration electives and 4 credits of general electives.

## General Studies Unit

In addition, all Business Administration program students must take 4 credits from the General Studies Unit during the course of their studies (see separate General Studies Unit file on IDC website).

A comprehensive list and description of all the courses may be viewed at our website [www.ris.idc.ac.il/business/curriculum](http://www.ris.idc.ac.il/business/curriculum)

Students who did not attend high school taught in English may be required to take courses in English language proficiency.

Preparatory courses (required) see page 12.

## YEAR I

- » Business Communications I
- » Microeconomics
- » Mathematics I
- » Business Law
- » Statistics I
- » Business Communications II
- » Macroeconomics
- » Mathematics II
- » Statistics II
- » Critical Thinking
- » Management Skills

## YEAR II

- » Statistics II
- » Organizational Behavior
- » Fundamentals of Finance
- » Principles of Marketing Management
- » Managerial Accounting
- » Basics of Economics
- » The Firm and the Consumer
- » Investment Theory
- » The Macroeconomic Environment
- » Critical Thinking
- » Marketing Communication
- » Human Resource Management
- » Research Methods
- » Business Strategies
- » Entrepreneurship and Business Management

## YEAR III

### MARKETING MAJOR

#### Core Courses

- » Seminar: Marketing Project
- » Consumer Behavior
- » Marketing Research
- » Global Marketing

#### Marketing Elective Courses

- » Direct Marketing
- » Product Policy
- » Marketing Strategy
- » Social and Political Marketing
- » Pricing Policy
- » Brandstorm of L'oreal
- » Marketing Services
- » Non-Conventional and Creative Marketing
- » Marcomm Seminar
- » Marketing Seminar - Mercedes

### FINANCE MAJOR

- » Seminars
- » Finance Seminar
- » Finance Seminar - Topic II

#### Core Courses

- » Financial Statements Analysis
- » Company Valuations
- » Futures and Options Markets
- » Securities Regulation

#### Finance Elective Courses

- » The Capital Market in Israel
- » Introduction to Insurance
- » International Finance
- » Corporate Finance-Corporate Governance
- » International Risk Management
- » Insurance in the 21st Century
- » Advanced Topics in Management Accounting
- » Selected Issues in Financial Accounting

### ELECTIVE COURSES

- » Finance and Business Performance
- » Entrepreneurship in Hi-Tech
- » Systematic Creativity
- » Team Management and Development
- » Leadership in the Global Village
- » Simulation Games and Negotiation Processes

### EXCHANGE PROGRAMS

IDC Herzliya offers several exchange programs for excellent students with leading academic institutions such as the Wharton School at the University of Pennsylvania and Singapore Management University.

*IDC Herzliya reserves the right to cancel, alter or expand the academic programs and courses offered.*

**Lika Sapri**  
Tbilisi, Georgia  
*Business Administration*



## GLOBAL MBA

This rigorous program prepares students to meet the challenges of the modern business world by providing them with the theoretical and practical tools to conduct business in the global arena. The foundation of the program is built on core business management principles, where the global perspective is incorporated into each discipline, whether marketing, finance, strategy, or decision analysis. The faculty consists of the best lecturers from the world's leading business schools. They are involved in the business arenas of various countries, giving students access to their expertise in the global market, as well as to the Israeli business sectors strength in innovation, hi-tech and entrepreneurship.



# BUSINESS ADMINISTRATION FACULTY



**Prof. Elazar Berkovitch, PhD, Northwestern University, 1986**

Prof. Berkovitch is the former dean of the Arison School of Business. and served as a member of the editorial board of the *Review of Financial Studies* and the *European Financial Review*. The primary focus of Prof. Berkovitch's research is corporate finance, mergers and acquisitions, bankruptcy and firm reorganization.

**Prof. Eyal Biyalogorsky, PhD, Duke University, 1998**

Prof. Biyalogorsky has a BSc in electrical engineering from Tel Aviv University. His research has appeared in *Marketing Science* and the *Journal of Marketing*.



**Prof. Jacob Boudoukh, PhD, Stanford University, 1991**

Prof. Boudoukh is the director of the Rothschild Caesarea Center for Capital Markets and Risk Management at IDC. His research focuses on empirical asset pricing, investments, derivatives and risk management.

**Dr. Taly Eichenwald-Dvir, PhD, Tel Aviv University, 1999**

Dr. Eichenwald-Dvir is the associate dean at the Arison School of Business. Her research focuses on: organizational behavior; leadership; vision; the effectiveness of organizational training programs; and leadership and emotions. Dr. Eichenwald-Dvir is involved in organizational consulting and executive development for companies in the public and private sectors.



**Prof. Rafi Eldor, PhD, Harvard University, 1982**

Prof. Eldor is the area coordinator of the courses in finance at the Arison School of Business. He served as the chief economist of Israel Discount Bank, chairman of the board of a publicly traded company, general manager of a money management firm and a consultant on futures and options. He is the author of a number of books and textbooks.

**Prof. Jacob Goldenberg, PhD, The Hebrew University of Jerusalem, 1998**

Prof. Goldenberg's research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics and social networks effects. He has published many articles in leading journals: *Journal of Marketing Research*; *Marketing Science*; *Science*; and *Nature Physics*. Prof. Goldenberg is the editor in chief of *IJRM*.



**Professor Yaniv Grinstein, Carnegie Mellon University, 2000**

Prof. Grinstein is an associate professor of finance at IDC and at Cornell University. His research and teaching interests are in corporate finance and corporate governance. He has published in *The Journal of Finance* and *The Journal of Financial Intermediation*. His research has been cited in major newspapers including *The Economist*, *Financial Times*, *New York Times*, *Forbes*, as well as in Congressional hearings.



**Dr. Liat Hadar, PhD, Ben-Gurion University of the Negev, 2007**

Dr. Hadar received a Fulbright Scholarship and held a visiting lecturer position at the Marketing Department of UCLA Anderson School of Management. Dr. Hadar's research focuses on the influence of past experience with products, feeling of knowledge, and assortment size on current consumer choices. She also investigates self-other discrepancies in personal decision making and advice giving.



**Prof. Ronen Israel, PhD, Northwestern University, 1989**

Prof. Israel is a finance professor at the Arison School of Business, the director of the Entrepreneurship Center at IDC, and a visiting professor at the University of Chicago Graduate School of Business. He has published articles in leading economic journals on corporate finance. His main research interests include capital allocation process, organizational design, capital structure and bankruptcy. Prof. Israel's current research focuses on entrepreneurial finance, the capital allocation process and managerial compensation.



**Dr. Doron Israeli, PhD, Stanford University, 2013**

Dr. Israeli is an assistant professor of accounting at IDC. His research interests include equity valuation, behavioral finance, option markets, and the effects of financial reporting on capital markets. He is interested in the forces that shape the information content of security prices. Dr. Israeli's main fields of teaching are: financial statements analysis and equity valuation; consolidated financial statements; financial accounting; econometrics; and statistical inference.



**Dr. Tal Katz-Navon, PhD, Columbia University, 1999**

Dr. Katz-Navon's research integrates organizational behavior and health services research and is focused on quality improvement and clinical outcomes in healthcare. She studies safety climate, learning processes of resident physicians, work autonomy, and employee voice. She has published this work in top journals: *Academy of Management Journal*; *Journal of Applied Psychology*; *Management Science*; and *Medical Care*.



**Dr. Shimon Kogan, PhD, University of California, Berkeley, 2005**

Dr. Kogan is an assistant professor of finance at the University of Texas, Austin. His research focuses on behavioral finance with application to asset pricing. Dr. Kogan's research appeared in *Review of Financial Studies*; *Journal of Finance*; *American Economic Review*; and *Management Science*. He presented his work at leading conferences and universities such as MIT, Harvard, and Yale.



The above faculty members, although not all, will be teaching throughout the BA program.





**Prof. Barak Libai, PhD, University of North Carolina at Chapel Hill, 1997**

Prof. Libai teaches marketing at the Arison School of Business. He was a faculty member at Tel Aviv University, the Technion and a visiting professor at the MIT Sloan School of Management. Prof. Libai's research deals with: customer social effects and their effect on new product growth and the firm's profitability; growth of markets for new products; and customer relationship management. His research has won prizes from organizations such as *The Marketing Science Institute*, *The American Marketing Association*, and *ESOMAR*. He is on the editorial review board of several academic journals and on the academic advisory board of the Word of Mouth Marketing Association. Prof. Libai teaches courses on customer centric marketing and on social networks and marketing.

**Prof. Varda Liberman, PhD, Tel Aviv University, 1985**

Prof. Liberman was the former vice dean of the Arison School of Business and is presently the head of the Judgment and Decision Making area and the director of Mathematical and Statistical Studies at IDC. She is a visiting professor at Stanford University. Her research focuses on the sources of bias in the estimates and inferences people make about outcomes and events and with real world implications of departures from normativeness in judgment and decision-making in a wide range of personal, social and political context.

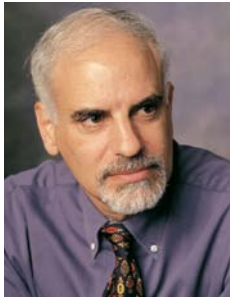


**Prof. Evgeny Lyandres, PhD, University of Rochester, 2004**

Prof. Lyandres is an associate professor of finance at IDC and Boston University. His research focuses on interaction between firms' financial and operating strategies, and the effects of product market competition on various firms' financial decisions. Prof. Lyandres' theoretical and empirical papers were published in: *Journal of Finance*; *Journal of Financial Economics*; *Review of Financial Studies*; *Journal of Financial and Quantitative Analysis*; and *Review of Finance*.

**Prof. Roni Michaely, PhD, New York University, 1990**

Prof. Michaely's recent research covers raising capital, conflicts of interest in the investment and banking industry, and companies' payout policies. He has won awards for best papers from: *Journal of Finance*; *Journal of Financial Economics*; and *Review of Financial Studies*.



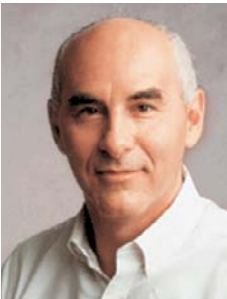
**Prof. Eitan Muller, PhD, Northwestern University, 1977**

Prof. Muller has published over 60 papers in numerous journals including: *Journal of Marketing Research*; *Management Science*; *American Economic Review*; and the *Journal of Economic Theory*. He serves on many editorial review boards and has won several awards including the 1990 Harold H. Maynard Best Paper for significant contribution to marketing theory and thought.

**Dr. Talia Rymon, PhD, University of Pennsylvania, 1993**

Dr. Rymon heads the marketing program at the Arison School of Business. Prior to joining IDC in 1996, she was a faculty member at Carnegie Mellon University. Her research interests include competitive strategy, behavioral game theory and services marketing. Her current research focuses on entertainment marketing.

The above faculty members, although not all, will be teaching throughout the BA program.



**Prof. Oded Sarig, PhD, University of California, Berkeley, 1983**

Prof. Sarig is the Shrem, Fudim, Kelner Professor of Finance at IDC and former dean of the Arison School of Business. He has published books and multiple articles in leading academic journals. Prof. Sarig is presently the Director of Capital Market, Insurance and Savings Department at the Ministry of Finance.



**Prof. Dan Segal, PhD, New York University, 2000**

Prof. Segal is a faculty member at the Arison School of Business. His primary research interests include financial accounting issues such as the effects of accounting information on economic decisions, earnings management, the conservatism principle and company valuation. Prof. Segal has published research papers in leading accounting and finance journals.

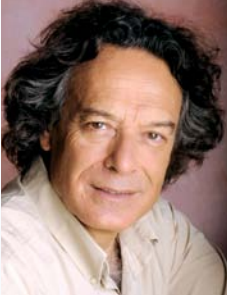


**Prof. Ron Shachar, PhD, Tel Aviv University, 1992**

Prof. Shachar is the dean of the Arison School of Business. He has a PhD in economics from Tel Aviv University, and a post-doc from Harvard University and has been a visiting professor at Duke University since 2006. Prof. Shachar's research focuses on major advertising and branding issues as well as explores strategic and marketing related aspects in the entertainment industries and in political campaigns. He serves as a board member and an associate editor in various leading journals.

**Accountant Shlomi Shuv, MBA, Ben-Gurion University of the Negev, 1998**

Accountant Shlomi Shuv serves as associate dean of accounting at the Arison School of Business. He chairs the committee on financial reporting in theory and practice of the Israeli Accountants Association and represents the Israeli Institution for Proper Accounting. He serves as editor of *Financial Reporting in Israel – Theory and Practice*.



**Prof. Yair Tauman, PhD, The Hebrew University of Jerusalem, 1979**

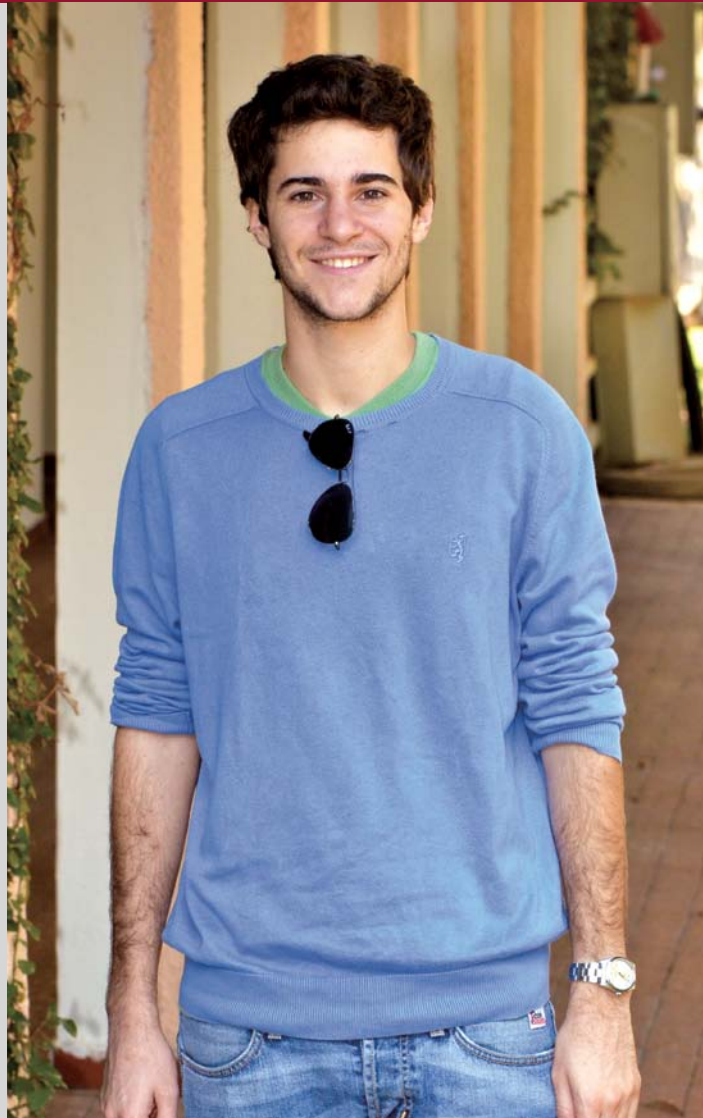
Prof. Tauman is the former dean of the Arison School of Business. He obtained his PhD and MSc in mathematics, both under the supervision of Nobel Laureate Robert Aumann. His areas of research are game theory and industrial organization. Prof. Tauman has published articles in leading journals. Prof. Tauman has taught at Tel Aviv and Northwestern universities, at the Kellogg School of Business and was a visiting professor at Stanford University.

**Dr. Yaron Timmor, PhD, Tel Aviv University, 2001**

Dr. Timmor is the associate dean of the Arison School of Business, the director of the School, the academic director of the Business Administration Program at RRIS and heads the Marketing Communications Program at IDC. He has diplomas in international marketing from the Wharton School and in advertising from the International Advertising Association. His research interests are global marketing strategy, consumer behavior, marketing communications, and services policy.







**Davide Gandus**  
Milan, Italy  
*Communications*



**Irina Afanasyeva**  
Novorossysk, Russia  
*Communications*



**Erik Sahlin**  
Borlange, Sweden  
*Communications*

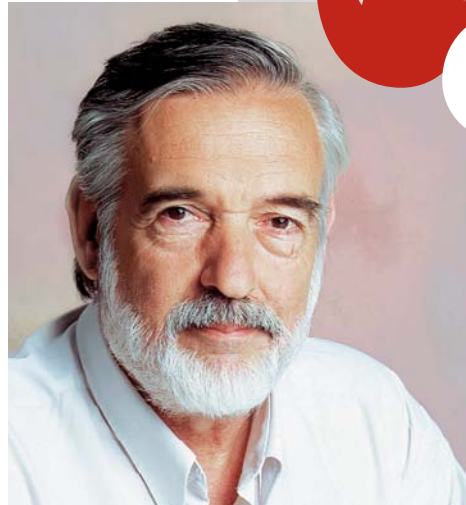


**Melis Abuaf**  
Izmir, Turkey  
*Communications*

*Sammy Ofer*  
*of*

*School*  
*Communications*





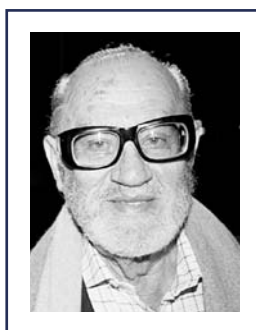
## SAMMY OFER SCHOOL OF COMMUNICATIONS

*The goal of the Sammy Ofer School of Communications is to prepare you to play an active role in the modern communications arena. Our curriculum includes courses and seminars on the theories of communications and related disciplines, and workshops that provide practical skills that enable you to experiment with different types of media.*

*The school offers studies in three key areas. The specialization in Interactive Communications prepares you to address the challenges of the digital revolution. The program in Persuasive Communications introduces you to the process of influencing the opinions of voters and consumers. The third program, The Visual Content Studies, teaches you how to create and analyze visual content for multiple platforms such as TV, laptops and cell phones from cultural and journalistic perspectives. Any student can learn about all aspects of radio production at the student-run radio station.*

*The school has made every effort to create a productive and supportive learning environment. Students have access to the Virtual Reality Center, nine radio studios, television studios, an entire wing of editing rooms and computer labs. The school's faculty is comprised of leading scholars whose academic expertise is based on extensive academic research and practical experience accumulated in the communications industry. We believe this will help you as an alumni adapt to the changing professional world efficiently and quickly.*

*Dr. Noam Lemelshtrich Latar*  
*Dean*



## SAMMY OFER (1922 – 2011)

The late Sammy Ofer was a prominent figure in the global business community and a supporter of the arts, culture and education in Israel. Mr. Ofer was born in Romania and immigrated to Israel in his youth. His dedication to Israel's future and commitment to education are expressed through scholarships and his generous support to educational institutions, exemplified by the Sammy Ofer School of Communications which was established in 2004.



## COMMUNICATIONS CUTTING-EDGE FACILITIES

All broadcasting and production activity can be controlled from the main production room, which is also equipped to make it possible to interact with interviewees and audience members in other parts of the world.

A wide variety of shows can be produced for professional television broadcast with the advanced equipment in the main television studio.

The latest technology is at the students' disposal in the audiovisual center, allowing them to learn to produce and broadcast shows for radio, Internet and television. Multiple broadcasts can be produced simultaneously in the eight radio studios separated by transparent, soundproof walls in this unique facility.





# COMMUNICATIONS CURRICULUM

The undergraduate program leading to a BA in communications consists of 126 credits. The program is designed to be completed over a period of three years or six semesters. Students can choose to major in Interactive Communications, Persuasive Communications, or Visual Content Studies. A comprehensive list and description of all the courses may be viewed at our website:

[www.rris.idc.ac.il/com/curriculum](http://www.rris.idc.ac.il/com/curriculum)

Preparatory courses (required) see page 12.



NoCamels.com is the world's leading news website on Israeli innovation and is a nonprofit site sponsored by the Asper Institute of IDC. It is staffed by IDC students who are trained by professional journalists. This year-long, exclusive program provides students with exposure to the world of innovation and journalism.

[www.nocamels.com](http://www.nocamels.com)

## YEAR I

### Fall Semester Mandatory Courses

- » Fundamentals of Humanistic Thought I
- » Practicing Academic Writing
- » Introduction to New Media I
- » English for Communications A
- » English for Communications B
- » Introduction to Political Communication
- » Quantitative Research Methods
- » Introduction to Communications: Theories & Models
- » Mandatory Workshops
- » Producing News Content
- » Television Studio
- » Introduction to Radio

### Spring Semester Mandatory Courses

- » Fundamentals of Humanistic Thought II
- » Statistics
- » English for Communications
- » History of Communication
- » Communication Institutions
- » Social Psychology
- » Communication, Culture, and Society
- » Foundations of Political Advertising
- » Introduction to Political Communication
- » Mandatory Workshops
- » Introduction to Radio
- » Television and Current Affairs Practicum
- » Television Studio

## YEAR II

### Fall Semester Mandatory Courses

- » Social Cognition, Stereotyping, and the Media
- » Media Ethics
- » Interpersonal Communication
- » Qualitative Research Methods
- » Trends in Global Television
- » Mandatory Workshops
- » Introduction to Journalism
- » Elective Workshops
- » Creativity in Cinematography
- » Producing and Directing Drama in the Studio
- » Advertising Management
- » Virtual Studio
- » Television Editing
- » Designing the Web Product
- » Advanced TV

### Spring Semester Mandatory Course

- » Visual Communication: Representation and Knowledge

Shir Hasson, Camila Seta  
California, US  
*Communications*

Dr. Tal Azran



## SPECIALIZATIONS

### VISUAL CONTENT STUDIES

#### Mandatory Courses

- » Television and Sexuality: Content and Effects
- » Interactive Media Platforms

#### Elective Workshops

- » Public Relations and Spokesmanship
- » Documentary News
- » Editing for Television
- » Cross Media
- » Advanced Radio: The Radio Special
- » Characterizing the Cellular Product
- » Creativity in Cinematography
- » Advanced Journalism
- » Foundations of Screenwriting

#### Semester-long Seminars

- » Seinfeld and Philosophy
- » Watching MTV: Topics in Visual Culture

#### Elective Courses from Another Specialization

- » Privacy and Identity in Digital Communication
- » Principles of Persuasion and Argumentation

### PERSUASIVE COMMUNICATIONS

#### Mandatory Courses

- » Principles of Persuasion and Argumentation
- » Interactive Media Platforms

#### Elective Workshops

- » Public Relations and Spokesmanship
- » Documentary News
- » Editing for Television
- » Cross Media
- » Advanced Radio: The Radio Special
- » Characterizing the Cellular Product
- » Creativity in Cinematography
- » Advanced Journalism
- » Foundations of Screenwriting

#### Semester-long Seminars

- » Propaganda: The Use and Abuse of Political and Cultural Persuasion
- » Youth Rebellion, Rock n' Roll, and the 60s
- » Cinema, Philosophy, and Persuasion

#### Elective Courses from Another Specialization

- » Privacy and Identity in Digital Communication
- » Television and Sexuality: Content and Effects

### INTERACTIVE COMMUNICATIONS

#### Mandatory Courses

- » Privacy and Identity in Digital Communication
- » Interactive Media Platforms

#### Elective Workshops

- » Public Relations and Spokesmanship
- » Documentary News
- » Editing for Television
- » Cross Media
- » Advanced Radio: The Radio Special
- » Characterizing the Cellular Product
- » Creativity in Cinematography
- » Advanced Journalism
- » Foundations of Screenwriting

#### Semester-long Seminar

- » Research in Interactive Communications

#### Elective Courses from Another Specialization

- » Principles of Persuasion and Argumentation
- » Television and Sexuality: Content and Effects

IDC Herzliya reserves the right to cancel, alter or expand the academic programs and courses offered.

Itay Hadar  
Tel Aviv, Israel  
*Communications*





# COMMUNICATIONS CURRICULUM



## YEAR III

### Year-long Workshops

- » Radio Time
- » My Story
- » Viral Advertising
- » Developing Television Series for Children
- » Digital Media Entrepreneurship

### Fall Semester Courses

#### Mandatory Course

- » Media and Globalization in the 21st Century

#### VISUAL CONTENT STUDIES

##### Mandatory Courses

- » Film Theory
- » The Family on Television: Identity, Gender and the Other

##### Elective Workshops

- » Foundations of Screenwriting
- » Video Clips
- » Developing Visual Interaction in Processing Language
- » Twitting News
- » After Effects

##### Semester-long Seminars

- » Reality as Propaganda
- » Networked TV: Trends in Consumer Behavior and Media Consumption
- » Managing Inter-Organizational Communication

##### Year-long Seminars

- » Children, Adolescents and Television
- » The West Against the Rest

##### Elective Courses from Another Specialization

- » Topics in Digital Culture
- » Interrelations of Technology and Media
- » Topics in Persuasive Communication
- » Hip Hop Culture as a Political Text
- » Social Protest as Persuasive Communication

#### PERSUASIVE COMMUNICATIONS

##### Mandatory Courses

- » Topics in Persuasive Communication
- » Hip Hop Culture as a Political Text
- » Social Protest as Persuasive Communication

##### Elective Workshops

- » Foundations of Screenwriting
- » Video Clips
- » Developing Visual Interaction in Processing Language
- » Twitting News
- » After Effects

##### Semester-long Seminars

- » The Documentary Film and Reality
- » Jews, Hollywood, and the American Dream
- » Networked TV: Trends in Consumer Behavior and Media Consumption
- » Managing Inter-Organizational Communication

##### Year-long Seminars

- » The History of Propaganda
- » The Role of the Media in Conflicts

##### Elective Courses from Another Specialization

- » Topics in Digital Culture
- » Film Theory
- » The Family on Television: Identity, Gender and the Other
- » Interrelations of Technology and Media

#### INTERACTIVE COMMUNICATIONS

##### Mandatory Courses

- » Topics in Digital Culture
- » Interrelations of Technology and Media

##### Elective Workshops

- » Foundations of Screenwriting
- » Video Clips
- » Developing Visual Interaction in Processing Language
- » After Effects
- » Twitting News

##### Semester-long Seminars

- » The Documentary Film and Reality
- » Jews, Hollywood, and the American Dream
- » Reality as Propaganda

##### Year-long Seminar

- » Online Relationships

##### Elective Courses from Another Specialization

- » Film Theory
- » The Family on Television: Identity, Gender and the Other
- » Topics in Persuasive Communication
- » Hip Hop Culture as a Political Text
- » Social Protest as Persuasive Communication

## YEAR III

### Spring Semester Courses

#### Mandatory Course

- » Language, Culture, and Society

#### VISUAL CONTENT STUDIES

##### Mandatory Course

- » Representations of Love and Relationships in Popular Culture

##### Year-long Seminars

- » Children, Adolescents and Television
- » The West Against the Rest

##### Elective Courses from Another Specialization

- » The Psychology of the Internet
- » Children and Transmedia

##### Workshops

- » Writing Video Content for the Internet
- » Designing the Internet Product
- » International Spokesmanship
- » Social Media Marketing
- » Lobbying and Government Activities

#### PERSUASIVE COMMUNICATIONS

##### Mandatory Course

- » Children and Transmedia

##### Year-long Seminars

- » The History of Propaganda
- » The Role of the Media in Conflicts

##### Elective Courses from Another Specialization

- » The Psychology of the Internet
- » Representations of Love and Relationships in Popular Culture

##### Workshops

- » Writing Video Content for the Internet
- » Designing the Internet Product
- » International Spokesmanship
- » Social Media Marketing
- » Lobbying and Government Activities

#### INTERACTIVE COMMUNICATIONS

##### Mandatory Course

- » The Psychology of the Internet

##### Year-long Seminar

- » Online Relationships

##### Elective Courses from Another Specialization

- » Representations of Love and Relationships in Popular Culture
- » Children and Transmedia

##### Workshops

- » Writing Video Content for the Internet
- » Designing the Internet Product
- » International Spokesmanship
- » Social Media Marketing

**Alanna Caplin**  
Dublin, Ireland  
*Communications*

**David Brima**  
Milano, Italy  
*Communications*





# COMMUNICATIONS FACULTY



**Prof. Hanna Adoni, PhD, The Hebrew University of Jerusalem, 1977**

Prof. Adoni is professor emeritus of the Communication and Journalism Department of The Hebrew University of Jerusalem. She served as a co-editor of *Devarim Achadim: The Israel Journal of Communication, Culture and Society*. Her research interests are in the area of mass communication and cultural behavior with special emphasis on literacy and reading, psycho-social uses of new technologies, and media and minorities.



**Prof. Yair Amichai-Hamburger, PhD, Oxford University, 1993**

Dr. Amichai-Hamburger directs IDC’s Research Center for Internet Psychology (CIP) which represents Israel in the international digital divide project. Dr. Amichai-Hamburger cooperates with leading international scholars to conduct research on: personality and Internet; Internet use and well-being; virtual teams; and intergroup contact on the Internet. He has received awards from the Academy of Management and the American Library Association for his academic articles. His research interests include Internet use and well-being, virtual teams and inter-group contact on the Internet. Dr. Amichai-Hamburger has published two books: *The Social Net: Human Behavior in Cyberspace*; and *Technology and Wellbeing*.



**Dr. Yariv Ben Eliezer, PhD, New York University, 1977**

Dr. Ben Eliezer is the director of Media Studies at the Lauder School of Government and of the Political and Marketing Communications Program at the Sammy Ofer School of Communications. He has served as the dean of the Media School at the College of Management in Tel Aviv. He has held senior positions in political campaigns including: the Tzomet Party’s 1992 Knesset campaign; Israeli President Shimon Peres’ 1996 campaign for the premiership; and Herzliya Mayor Yael German’s 1998, 2003 and 2008 election campaigns. Dr. Ben Eliezer has written six books and many articles.



**Dr. Keren Eyal, PhD, University of California, Santa Barbara, 2004**

Dr. Eyal earned a BA in communication and English language and literature from the University of Haifa and an MA in communication from Kent State University. Her research focuses on media content and effects with a focus on the media’s role in youth socialization. Her studies analyze the content of media portrayals as well as the effects of these messages on attitudes, perceptions, and behaviors in such realms as sexuality and body image. Dr. Eyal is the recipient of a grant from the Israel Science Foundation as well as from Israel’s Second Authority for Television and Radio.

**Dr. Doron Friedman, PhD, Tel Aviv University, 2004**

Dr. Friedman is the director of the Advanced Virtuality Lab and is also an honorary lecturer in the Virtual Environments and Computer Graphics Lab at University College London. He has served as a visiting consultant at the Weizmann Institute of Science, as the co-founder of Earthnoise. com and helped set up three other start-up companies in the area of new media and intelligent systems. Dr. Friedman and his lab members are currently involved in several international projects in the areas of brain-computer interface and advanced human-computer interface.



**Dr. Yair Galily, PhD, Leicester University, 2000**

Dr. Galili is an applied sociologist, mass media and management researcher. His latest publications include *The Playing Field: Sport and Society at the Threshold of the 21st Century* and *Sport, Culture and Ideology in the State of Israel*. Dr. Galily is the founder and head of the research unit at the Israeli Football Association, member of UEFA club licensing committee and board member of the Israeli Communications Association. Lieutenant Colonel (Res.) Galily serves as chief (Organizational and Instructional) sociologist of the Israel Defense Forces Combat Fitness Centre.



**Dr. Guy Hoffman, PhD, Massachusetts Institute of Technology, 2008**

Dr. Hoffman earned his MSc in computer science at Tel Aviv University. He was a postdoctoral research fellow at MIT and at the Georgia Institute of Technology. Dr. Hoffman’s work in human robot communication and design has earned several international awards and his Media Art projects have been published and exhibited worldwide.



**Dr. Yuval Karniel, LLD, The Hebrew University of Jerusalem, 1997**

Dr. Karniel has extensive experience teaching law and communications courses on media policy, law and ethics in the media, and commercial advertising. He co-directed the Joint Program in Law and Communications at Tel Aviv University. Dr. Karniel also is on the Israel Broadcasting Authority’s Board and was the general counsel of Israel’s Commercial Television and Radio Authority.



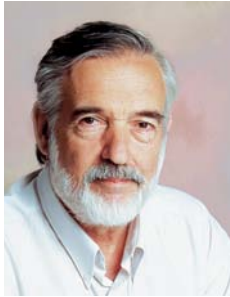
**Yaren Weltsman**, Johannesburg, South Africa, *Government*  
**Yoseph Vardakis**, Athens, Greece, *Psychology*  
**Shir Hasson**, California, US, *Communications*





**Dr. Amit Lavie-Dinur, PhD, The Hebrew University of Jerusalem, 1999**

Dr. Lavie-Dinur is vice dean and the head of the Visual Content Studies at the Sammy Ofer School of Communications. She has taught communications courses at leading Israeli universities and colleges and served as the dean of Student Affairs at the Media School of the College of Management in Tel Aviv. Dr. Lavie-Dinur also has served as a selector for the New Israeli Foundation for Cinema and TV and she is a member of the Israel Film Council.



**Dr. Noam Lemelshtich Latar, PhD, Massachusetts Institute of Technology, 1974**

Dr. Lemelshtich Latar is the founding dean of the Sammy Ofer School of Communications and served as the Chair of the Israel Communication Association (ISCA) from 2009 to 2012. A pioneer of new media research and education, he was among the first to study and publish on interactive communication and the integration of feedback technology into small group discussions. He was a member of the Community Dialog Project at MIT in the Human Machine Systems Laboratory founded by Prof. TB Sheridan. His current

research focuses on data mining and AI influence on the media. Dr. Lemelshtich Latar taught and conducted research at The Hebrew University of Jerusalem, Tel Aviv University (where he was among the founders of the School of Journalism) and Ben-Gurion University of the Negev.



**Dr. Tal Samuel-Azran, University of Melbourne, 2007**

Dr. Samuel-Azran has lectured on new media at New York University and The University of Melbourne. He served as Strategic Manager of the Burda Center for Innovative Communications at Ben-Gurion University of the Negev. He has co-founded two information technology ventures, and served in management positions at several information technology companies. He is the author of *Al-Jazeera and US War Coverage*.



**Prof. Gadi Wolfsfeld, PhD, Massachusetts Institute of Technology, 1979**

Prof. Wolfsfeld is professor emeritus of the Political Science and Communication Departments at The Hebrew University of Jerusalem. He is an expert in the field of political communication and has previously served as chair of the Political Communication Section of the American Political Science Association. His research and teaching focuses on the role of the news media in war and peace processes. Prof. Wolfsfeld has published six books in the field and dozens of articles. His most recent book is *Making Sense of Media and Politics: Five Principles in Political Communication*.

**Dr. Moran Yarchi, PhD, The Hebrew University of Jerusalem, 2011**

Dr. Yarchi earned a BA in communications and political science and an MA in political communications at the School of Political Science at the University of Haifa. Her main area of research is political communications, especially the media's coverage of conflicts and public diplomacy.



**Dr. Oren Zuckerman, PhD, Massachusetts Institute of Technology, 2007**

Dr. Zuckerman completed his PhD at the MIT Media Laboratory. At the Sammy Ofer School of Communications he teaches, designs and researches new forms of interactive media. Dr. Zuckerman received the prestigious Technology Pioneer Award from the World Economic Forum in 2001.



**Eva Gagba**  
Togo  
*Communications*



**Rotem Tamir**  
California, US  
*Communications*







**Aghate Sarfati**  
Paris, France  
Government



**Shmuel Leibtag**  
New York, US  
Government



**Yaren Weltsman**  
Johannesburg, South Africa  
Government



**Bianca Sitzer**  
Caracas, Venezuela  
Government

*Lauder School  
Diplomacy and*

*of Government,  
Strategy*



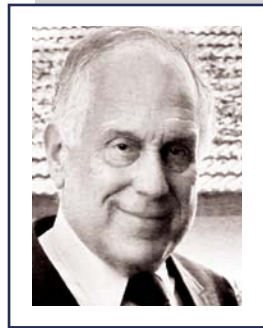


## LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY AND STRATEGY

*The Lauder School of Government at IDC Herzliya is one of the leading schools of public policy, diplomacy, foreign policy and strategy in Israel. Our program combines theory and practice in an interdisciplinary setting. You can choose from four specializations: International Affairs; Conflict Resolution; Middle East Studies; and Homeland Security Studies. Selected students can participate in the prestigious Argov Fellows Program in Leadership and Diplomacy and in many exchange programs with other universities.*

*Lauder School students participate in activities of the school's institutes including: the Institute for Policy and Strategy (IPS) which organizes and hosts the renowned Herzliya Conference; the Institute for Counter-Terrorism (ICT); the Center for European Studies; the program in Political Psychology and Decision Making (POPDM), which hosts the annual Harvard-IDC symposium; and the Reforms in Government program. I invite you to enroll in the BA program and become part of the IDC Herzliya community.*

*Prof. Alex Mintz, Dean*



## AMBASSADOR RONALD S. LAUDER

Ambassador Ronald S. Lauder, an international businessman and Jewish communal leader, was appointed US Ambassador to Austria in 1986. He established The Ronald S. Lauder Foundation in 1987 which focuses on Jewish education and community outreach. Among the many positions which he has held and currently holds are: President of the World Jewish Congress; Chairman of the Conference of Presidents of Major American Jewish Organizations; Chairman of the Board of the Jewish National Fund; and Chairman of the International Public Committee of the World Jewish Restitution Organization. The Lauder School of Government, Diplomacy and Strategy was established in 1999.

## THE ARGOV FELLOWS PROGRAM in Leadership and Diplomacy

Building on the legacy of former Israeli Ambassador Shlomo Argov (z"l) the Argov Fellows Program prepares twenty exceptional students in their final year of government studies and other fields for future leadership positions for Israel and the Jewish people. The Fellows acquire the knowledge, skills and tools necessary to work towards meeting challenges that Israel faces in today's complex global environment. The program is conducted entirely in English and has a unique curriculum taught by leading academic and professional experts. The Fellows participate in study tours to Europe, the United States and throughout Israel. They complete capstone projects which propose solutions to pressing problems facing Israel.



*The Argov class of 2013 with program founder Gideon Argov, at the home of Ann and Ken Bialkin on the annual Argov Study Tour to Belgium and the US.*

## GOVERNMENT SPECIALIZATIONS

International Affairs  
Conflict Resolution  
The Middle East  
Counter-Terrorism  
Business Administration

Providing a broad based perspective, the courses offered in the government program explore the impact of political forces, social issues, business interests and economic policies on domestic and global politics, along with factors such as the media, culture and technology. The program looks at issues confronting the world today: the environment; ethnic conflicts; nuclear strategy; terrorism; and gender issues. Additionally, students examine the inner workings of the Middle East in all their complexity, while also viewing the region within the context of globalization. The study of Israel is comprehensive in scope, including exposure to all facets of the Israeli polity – from issues of democracy to foreign policy to questions of national security. The studies are built on the concept of combining theory with practice, exposing students to real-life situations through case studies, simulations, internships, and face-to-face meetings with key figures.

During the final year of the program, students select one or two areas for in-depth study, earning a Certificate of Specialization in the area(s) of their choice. The specializations offered in the program include: International Affairs; Conflict Resolution; The Middle East; Counter-Terrorism; and Business Administration.

The Lauder School of Government attracts excellent students from around the world providing a unique opportunity for networking and as well as a diversity of ideas and views. Many of our students have gone on to leading American and European universities for their graduate studies. Others have added one year to their studies at IDC in order to complete a master's degree in government at the Lauder School. Four different tracks are offered in our graduate program: Diplomacy and Conflict Studies; Counter-Terrorism and Homeland Security; (taught in English); Public Administration and Policy; and Political Marketing (taught in Hebrew). Alumni have also gone on to fascinating careers in government, NGOs and international institutions worldwide.



**Frederike Rulande**  
Dusseldorf, Germany  
Government



# GOVERNMENT CURRICULUM

The undergraduate program in government consists of 124 credits. The program is designed to be completed over a period of three years or six semesters.

Students who did not attend high school taught in English may be required to take courses in English language proficiency.

A comprehensive list and description of all the courses may be viewed at our website: [www.rris.idc.ac.il/gov/curriculum](http://www.rris.idc.ac.il/gov/curriculum)

Preparatory courses (required) see page 12.

## YEAR I

### Fall Semester

- » Introduction to Government & Comparative Politics
- » History of the Modern Era and Zionism
- » International Politics I
- » History of the Modern Middle East
- » Globalization and International Political Economy
- » Academic Research and Writing Workshop Science
- » Microeconomics
- » Elective

### Spring Semester

- » Israeli Politics and Society
- » International Politics II: Theory and Practice of Security
- » Introduction to Political Theory
- » Society and Politics in the Middle East
- » Statistical Methods for Social Research
- » Academic Research and Writing Workshop
- » Macroeconomics
- » Elective

## YEAR II

### Fall Semester

- » Theories in the Study of Terrorism & Guerilla Warfare
- » Israeli Diplomacy and Foreign Policy
- » Conflict Resolution
- » International Law
- » Europe from 1948 to the Present
- » Religion, War and Conflict Resolution
- » Research Methods
- » American Foreign Policy, 1945 to the Present
- » Elective

### Spring Semester

- » Introduction to Defense and Security Strategy
- » Public Policy in Democracies
- » Economic Diplomacy
- » Introduction to Constitutional Law
- » Media and Society
- » E-Government and IT Policy
- » Arab-Israeli Conflict
- » Honors Seminar
- » Elective

# MA PROGRAM IN GOVERNMENT

The Lauder School offers three MA specializations taught in English: Diplomacy and Conflict Studies; Counter-Terrorism and Homeland Security; and a Research Track (thesis required). The non-thesis programs consist of three semesters that extend over two semesters and a summer. The Research Track takes two years to complete. The MA program offers basic and advanced courses in government, politics and international affairs, as well as interdisciplinary skills. It seeks to provide students with a practical as well as theoretical understanding of the field through workshops, field trips, exchange programs and visiting lecturers, in addition to courses and research seminars.

[www.idc.ac.il/gov/eng/ma](http://www.idc.ac.il/gov/eng/ma)

## YEAR III

### SPECIALIZATION – INTERNATIONAL AFFAIRS

#### Courses selected from the following:

- » Transatlantic Relations in the 21st Century
- » Diplomacy and Negotiation in International Relations
- » Russia: Politics and Foreign Policy
- » Modern China: History, Politics and International Relations
- » Strategic Intelligence
- » Civil Wars and Ethnic Conflict
- » Nationalism, Fascism and Populism
- » The Politics of Post-colonial Africa
- » Japan as a Political and Economic Power
- » Seminar- Ethnicity, Nationalism and International Conflicts
- » Seminar- Military Interventions
- » Seminar- Regional Security in Comparative Perspective: Europe, Asia, and the Middle East

### SPECIALIZATION – CONFLICT RESOLUTION

#### Courses selected from the following:

- » Negotiation Strategy
- » Psychological Aspects of Conflict and Their Resolution
- » Peacekeeping Operations
- » Human Rights in Conflicts
- » Cultural Perspectives of Conflict Management
- » Seminar- Track-Two and Citizen Diplomacy

### SPECIALIZATION – MIDDLE EAST

#### Courses selected from the following:

- » Palestinian Society and Politics
- » Women in the Middle East
- » Oil and Politics
- » Simulation Middle East Crises
- » Islam in the Middle East: Culture and Society in the Age of Globalization
- » State, Military and Religion in Turkey
- » Seminar- Iran: Politics and Islam
- » Seminar- Israeli Arabs as a National Minority

### SPECIALIZATION – COUNTER-TERRORISM AND HOMELAND SECURITY

#### Courses selected from the following:

- » Theatres of Global Jihad
- » Advanced Philosophy of Modern Terrorism and Guerilla Warfare
- » Law and Terrorism
- » Global Terrorism: al Qaeda and Hezbollah
- » Modern Terrorism as a Global Phenomenon
- » Dilemmas in Counter-Terrorism: Regional and Global Aspects
- » Ideology and Doctrine of Islamic Radical Movements
- » Terrorism and Political Development
- » Seminar- Israeli Counter-Terrorism Policy
- » Seminar - Learning Competition in Asymmetric Conflicts
- » Seminar- Counter-Terrorism and Governance

### SPECIALIZATION – BUSINESS ADMINISTRATION

- » Mathematics I
- » Principles of Finance
- » Principles of Marketing Management
- » Seminar- Economic Peace

#### Additional Electives

- » Sustainable Development
- » Democracy and Democratization in the International System
- » Critical Issues in Israeli Politics
- » Leaders and Leadership – Traditional Models and New Paradigms
- » Workshop Persuasion – Explaining and Convincing
- » Beginning Arabic

*Students are also required to take general electives and may take electives from other programs at IDC. IDC Herzliya reserves the right to cancel, alter or expand the academic programs and courses offered.*





# GOVERNMENT FACULTY



**Dr. Dmitry (Dima) Adamsky, PhD, Haifa University, 2008**

Dr. Dmitry (Dima) Adamsky has been a pre- and post-doctoral fellow at Harvard University, and a visiting fellow at the Institute of War and Peace Studies, Columbia University. His research interests include international security, cultural approach to IR, modern military thought, and nuclear strategy. He has published on these topics in leading academic journals and edited volumes. His first book Operation Kavkaz (Hebrew) earned the prize for the best academic work on Israeli security in 2006. His second book The Culture of Military Innovation (Stanford UP 2010) earned the same prize in 2012. In addition to his academic career, in his positions in the Israeli Ministry of Defense and the IDF, Dr. Adamsky has carried out intelligence analysis and strategic policy planning.



**Dr. Yariv Ben Eliezer, PhD, New York University, 1977**

Dr. Ben Eliezer is the director of Media Studies at the Lauder School and of the Political and Marketing Communications Program at the Sammy Ofer School of Communications at IDC. He has served as the dean of the Media School at the College of Management in Tel Aviv. Dr. Ben Eliezer has held senior positions in political campaigns including the Tzomet Party's 1992 Knesset campaign, Israeli President Shimon Peres' 1996 campaign for the premiership, and Herzliya Mayor Yael German's 1998 and 2003 election campaigns. He has written six books and many articles.



**Dr. Isabel Berman, PhD, Columbia University, 1985**

Dr. Berman taught English as a foreign language at The Hebrew University of Jerusalem. She developed and taught an English language course for Foreign Ministry cadets and one for Knesset members. She developed the English section of the Israeli University Psychometric Examination and worked at the National Institute of Testing as a consultant. At the Open University of Israel, Dr. Berman co-directed the development of seven English language reading comprehension courses. She has been with IDC since its inception and developed the Communications Skills in English courses for students of law, government and communications. At IDC she also teaches Political Satire, an English elective course.



**Dr. Amnon Cavari, PhD, University of Wisconsin-Madison, 2011**

Dr. Cavari specializes in American politics with specific research interests in the presidency, public opinion and political parties, and the interrelationship between them. He also studies American elite and public support for Israel. Dr. Cavari earned his PhD in political science from the University of Wisconsin-Madison and has an LLB and MA from the Hebrew University of Jerusalem.

**Dr. Asif Efrat, LLB, Tel Aviv University, 2001; PhD, Harvard University, 2009**

Dr. Efrat's research and teaching interests include international law and institutions as well as transnational crime. His research focuses on governments' actions against illicit markets. Dr. Efrat's book, *Governing Guns, Preventing Plunder: International Cooperation Against Illicit Trade* has been published by Oxford University Press. Prior to joining IDC, Dr. Efrat taught at Cornell Law School.



**Dr. Jonathan Fine, PhD, The Hebrew University of Jerusalem, 2005**

Dr. Fine is the undergraduate advisor of the International Program at the Lauder School and a fellow researcher at The International Institute for Counter-Terrorism (ICT). He is an expert in comparative politics and history, with special emphasis on the transition from secular political violence to religious political violence.

**Dr. Boaz Ganor, PhD, The Hebrew University of Jerusalem, 2002**

Dr. Ganor is the deputy dean of the Lauder School and founder and executive director of the Institute for Counter-Terrorism (ICT) at IDC. He is also the founder and chairman of the International Academic Counter-Terrorism Community (ICTAC). Dr. Ganor served as a consultant to the Israeli government on counter-terrorism and was a member of the Israeli national and international commissions on counter-terrorism. Dr. Ganor is the author of numerous articles on the subject and the book *The Counter-Terrorism Puzzle – A Guide for Decision Makers*.



**Prof. Galia Golan, PhD, The Hebrew University of Jerusalem, 1970**

Prof. Golan heads the MA Program in Government and the Diplomacy and Conflict Studies specialization of the Lauder School. Prof. Golan specializes in international conflict, globalization, and the Arab-Israeli conflict. She is professor emerita of The Hebrew University of Jerusalem, where she was head of the Political Science Department. She has been a consultant to the IDF and the Foreign Ministry and is the author of nine books in the area of international relations and the Middle East.

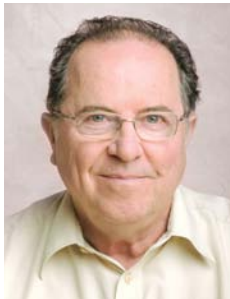
**Dr. Liza Ireni-Saban, PhD, Tel Aviv University, 2006**

Dr. Ireni-Saban's main research areas are: ethics in public administration; public policy; comparative public policy; and bioethics. She was a co-author of *Regulation of Clinical and Genetic Trials*. She teaches courses in Political Thought, Public Administration and Policy and Ethics in the Public Sector.



The above faculty members, although not all, will be teaching throughout the BA program.





**Prof. Rafi Melnick, Provost, PhD, University of California, Berkeley, 1979**

Prof. Melnick is the former dean of the Lauder School. He is the former deputy director of research at the Bank of Israel. He has taught at The Hebrew University of Jerusalem, Boston University and the University of California at Davis. Prof. Melnick developed and publishes a monthly state of the Israeli economy index, The Melnick Index. He was appointed to the committee to advise Prime Minister Netanyahu on ways to resolve Israel's social economic problems.



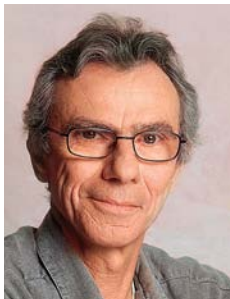
**Prof. Alex Mintz, PhD, Northwestern University, 1981**

Prof. Mintz is the dean of the Lauder School and head of the MA Program in Political Marketing at IDC. He is editor-in-chief of the journal Political Psychology, and editorial board member of the American Political Science Review. Prof. Mintz received the 2005 Distinguished Scholar Award from the International Studies Association in Foreign Policy Analysis. He was appointed, along with four Nobel laureates, to the advisory board of the Center for Conflict Prevention and Management at the University of Sydney, Australia.



**Dr. Assaf Moghadam, PhD, Tufts University, 2007**

Dr. Moghadam is senior lecturer at the Lauder School and senior researcher at the International Institute for Counterterrorism (ICT). Previously, he taught at the United States Military Academy at West Point, where he also served as Director of Terrorism Studies. Dr. Moghadam also held pre-doctoral and post-doctoral fellowships at Harvard University. His research interests include terrorism, suicide terrorism, Al Qaeda and global jihad, ethnic and civil conflict, and the role of religion in international affairs. Dr. Moghadam has published four books on terrorism and political violence, including *The Globalization of Martyrdom: Al Qaeda, Salafi Jihad, and the Diffusion of Suicide Attacks*.



**Prof. David Nachmias, PhD, University of Oregon, 1971**

Prof. Nachmias heads the Reinventing Israeli Government Project at IDC and specializes in public policy, public administration and Israeli politics. He has published numerous books, articles in professional journals and policy papers. Prof. Nachmias has received several international awards, including being named a Fulbright Senior Scholar and receiving the Donald Campbell Award for methodological innovations in policy studies.

**Dr. Alisa Rubin Peled, PhD, Harvard University, 1994**

Dr. Peled is the academic director of the Argov Fellows Program in Leadership and Diplomacy and a senior lecturer at the Lauder School. She is also an external faculty affiliate at Harvard University's Kennedy School of Government's Public Diplomacy Collaborative. Her teaching and research focus on international political economy (with a focus on the Middle East), business-government relations and international higher education. Her first book, *Debating Islam in the Jewish State*, examines Israeli policy towards the state's Muslim minority. Her book *The American Ivory Tower Overseas: Localization and the Rise of US Higher Education in the Arab World* is forthcoming from Harvard University Press.



**Dr. Jennifer Shkabatur, PhD, Harvard Law School, 2012**

Dr. Shkabatur's research explores innovative forms of governance and political action enabled by the new information technologies, and studies open government policies, online political campaigns and the role of new technologies in developing countries. She also serves as a consultant at the World Bank on information technologies, governance, and innovation matters. Dr. Shkabatur holds doctorate and master's degrees from Harvard Law School, and masters in political science and bachelor in law from Tel Aviv University.

**Dr. Lesley Terris, PhD, Tel Aviv University, 2008**

Dr. Terris is the academic head of the IDC International Undergraduate Program in Government. Her research focuses on negotiation and mediation processes in international conflict, while combining game-theoretic modeling with quantitative and qualitative analysis. Her research interests also include the study of international politics through simulations and network analysis.



**Dr. Eitan Azani, PhD, The Hebrew University of Jerusalem, 2005**

Dr. Azani currently serves as deputy executive director of the Institute for Counter-Terrorism (ICT) at IDC. He is a Colonel (Res.) in the Israel Defense Forces with operational, research and academic experience in counter-terrorism. Fields of research: financing of global and regional terrorism; development of global jihad movements; and Iran and Shiite terrorism – the phenomenon, its characteristics and developing tendencies.

**Visiting Faculty**

**Dr. Yair MacClanahan Shophet, PhD, Pompeu Fabra University Barcelona, 2006**

Dr. MacClanahan is a lecturer on international economics, history and European studies. His doctoral thesis examined the forces behind the process of supranational integration, while explaining the differences in integrative success between the various continents. He completed a post-doctorate at the Leonard Davis Institute for International Relations at The Hebrew University of Jerusalem.







**Yoseph Vardakis,**  
Athens, Greece  
*Psychology*



**Sharona Rosen**  
Los Angeles, US  
*Psychology*



**Ilan Benisty**  
Antwerp, Belgium  
*Psychology*



**Daniella Sofer**  
Johannesburg, South Africa  
*Psychology*





## SCHOOL OF PSYCHOLOGY

*The program of the School of Psychology provides students with the needed skills to improve the functioning, welfare, and happiness of individuals and to promote a more secure, prosperous, harmonious and peaceful world. We train students to make meaningful science that is conducive for human growth, community health, and social change. The School of Psychology aims to expand and deepen students' critical thinking and to help them acquire meaningful professional experience. The curriculum is designed to encourage students to "think like psychologists" during their undergraduate studies and prepare them to build a career in psychology. The development of each student is paramount at the School of Psychology. We want each and every one to develop and grow, both personally and professionally. To achieve this goal, we advise and guide students on a regular basis. We believe it's our responsibility to give them the tools and the right opportunities to achieve self-fulfillment in their chosen fields.*

***Prof. Mario Mikulincer***  
***Dean***

## THE IDC SCHOOL OF PSYCHOLOGY HONORS PROGRAM

The Program is designed for honors students who want to continue their studies for higher degrees in Israel or abroad. The Program spans the second and third years of studies and includes: a seminar aimed at strengthening academic skills (statistical and research skills, as well as proficiency in reading and writing scientific material in English); and writing an honors thesis which is sent for publication to a scientific journal. The Program increases the participants' chances to be accepted to graduate studies at leading universities abroad. Registration for the Program opens towards the end of the first undergraduate year and it is based on students' achievements during this year.

[www.idc.ac.il/psy/honorsprog](http://www.idc.ac.il/psy/honorsprog)





# PSYCHOLOGY CURRICULUM

The undergraduate program leading to a BA in psychology consists of 125 credits. The program is designed to be completed over a period of three years or six semesters. In addition to their psychology studies, which consist of 101 credits, students are expected to complete a minor consisting of 16 credits in a complementary area (Business Administration, Communication, Social Thought, or Government. In addition, students will take 8 credits worth of general electives during the program. A comprehensive list and description of all the courses may be viewed at our website: [www.rris.idc.ac.il/psych/curriculum](http://www.rris.idc.ac.il/psych/curriculum)

Students who did not attend high school taught in English may be required to take courses in English language proficiency.

Preparatory courses (required) see page 12.



**Hannah Antopolsky**  
Bordeaux, France  
*Psychology*

## YEAR I

### Fall Semester

- » Introduction to Psychology
- » Positive Psychology
- » Biological Basis of Behavior
- » Statistics and Probability
- » Philosophy of Science
- » Workshop in Applied Psychology

### Spring Semester

- » Developmental Psychology
- » Social Psychology
- » Biological Basis of Behavior
- » Introduction to Cognitive Psychology
- » Statistics
- » Workshop in Applied Psychology

**Afik Tori**  
New York, US  
*Psychology*



## YEAR II

### Fall Semester

- » Brain, Cognition, and Emotion
- » Cognitive Processes
- » Multivariate Statistics
- » Research Methods & Experimental Laboratory
- » Psychological Skills

### Spring Semester

- » Organizational Psychology
- » Pro-Seminar
- » Cognitive Processes
- » Multivariate Statistics
- » Research Methods & Experimental Laboratory
- » Psychological Skills

**Liora Welles**  
California, US  
*Psychology*



## MASTER'S DEGREE PROGRAM ORGANIZATIONAL BEHAVIOR AND DEVELOPMENT (OBD)

The master's degree in Organizational Behavior and Development (OBD) is a relatively new program offered by the Arison School of Business in collaboration with the School of Psychology. The program is taught by some of the field's leading lecturers, whose rich academic and research experience in universities throughout Israel and the world has won international renown. Headed by Professor Dan Zakay, former chairperson of the Israel Psychologists Association and former head of the Israeli Association for Organizational Development, the program is characterized by hands-on field work, with students gaining practical experience as interns in consulting companies and organizations.

## YEAR III

### Core Courses

- » Abnormal Psychology
- » Psychological Skills and Field Experience
- » Psychology, Culture, & Society (Fall)

### THEORETICAL SEMINARS\* (one semester, choose two)

- » Experience-based Plasticity of Neuropsychological Functions
- » Going Back to the Roots: Reconnecting Positive and Classical Psychology
- » Mentalising - Theoretical and Clinical Aspects
- » Multidimensional Approach to Emotions
- » Implicit and Explicit Processes in Psychopathology
- » Neuro-Decision Making
- » The Psychology of Liberation
- » Multidimensional Approach to Emotions
- » Psychological Aspects of Children and Interactive Media
- » The Cognitive Neuroscience of Human Memory

### RESEARCH SEMINARS\*

- » Social Defense Theory
- » Self-Criticism, Self-Compassion, and Emotional Disorders
- » Attachment and Emotion Regulation
- » Multicultural Psychology
- » The Psychology of Irrational Decisions

### ELECTIVES\* (one semester, choose five)

- » Interpersonal Psychotherapy
- » Leadership Development
- » Experiential Learning
- » Developmental Psychopathology
- » Parent-Infant Relationship and the Relational Self
- » The Psychology of Culture
- » Repairing the Mind: Contemporary Neuropsychology
- » Cognitive-Behavioral Therapy

\* These course titles are representative; the actual courses offered will vary from year to year.

### PSYCHOLOGY STUDENTS SELECT ONE OF THE AREAS BELOW AS A MINOR

Business Administration  
Communications  
Government  
Social Thought

*IDC Herzliya reserves the right to cancel, alter or expand the academic programs and courses offered.*





# PSYCHOLOGY FACULTY



**Prof. Alan Apter, MD, University of Witwatersrand, 1968**

Prof. Apter is director of the Feinberg Child Study Center at the Schneider Children's Medical Center of Israel. His major fields of expertise include child and adolescent depression and suicide, and Tourette syndrome. He is a graduate of the Witwatersrand University of Medicine, George Washington University in Child Psychiatry and Albert Einstein College of Medicine in Biological Psychiatry.



**Dr. Shahar Ayal, PhD, Tel Aviv University, 2006**

Dr. Ayal earned his PhD in social psychology from Tel Aviv University. He was a postdoctoral fellow at the Technion – Israel Institute of Technology and then at the Fuqua School of Business at Duke University. Dr. Ayal's main research interests are heuristics and biases, unethical behavior and the effect of inter-group relations on decision making.



**Dr. Boaz M. Ben-David, PhD, Tel Aviv University, 2007**

Dr. Ben-David is a cognitive psychologist and the head of the Communication Aging and Neuropsychology lab (CANlab) at IDC. He also holds academic positions at the Toronto Rehabilitation Institute and the University of Toronto. His current focus is on communication, cognitive and sensory integration in aging. Dr. Ben-David has won several grants and awards, notably: the Marie Curie Career Integration Award; a grant from Bronfman Philanthropies; a collaborative grant from the Alzheimer's Society of Canada; and a post-doctoral award from the Ontario Neurotrauma Foundation. He is currently the grant manager on a multi-national grant on active and healthy aging from the European Commission.



**Dr. Tal Ben-Shahar, PhD, Harvard University, 2004**

Dr. Ben-Shahar is a psychologist and lecturer who taught "Positive Psychology," the most popular course at Harvard University. Dr. Ben-Shahar consults and lectures around the world to executives in multi-national corporations, the general public and at-risk populations on happiness, self-esteem, performance, perfectionism, resilience, goal setting, mindfulness and leadership. He is the author of *Happier: Learn the Secrets to Daily Joy and Lasting Fulfillment*.



**Prof. Gurit Birnbaum, PhD, Bar-Ilan University, 1998**

Prof. Birnbaum's research focuses on the convoluted role sexuality plays in the broader context of close relationships. She frequently contributes to international academic journals. Prof. Birnbaum was a lecturer at Bar-Ilan University and the head of its Experimental Psychology Program as well as a visiting professor at the University of Minnesota.



**Anat Brunstein Klomek, PhD, Bar-Ilan University, 2004**

Dr. Klomek is a clinical psychologist. She completed a postdoctoral research fellowship in the Division of Child and Adolescent Psychiatry at Columbia University where she is currently an adjunct associate research scientist. Dr. Klomek's research interests include bullying behaviors, learning disorders, depression, suicidality and eating disorders among adolescents. She is specifically interested in interventions and psychotherapy for adolescents and their parents. Dr. Klomek is the assistant editor of Archives of Suicide Research.



**Dr. Guy Doron, PhD, University of Melbourne, 2007**

Dr. Doron has been actively researching obsessive-compulsive phenomena since the year 2000. He received several prestigious research grants including the Marie Curie Reintegration Grant and the Israel Science Foundation Grant. Dr. Doron is on the Board of Directors of the Midgam Project (Midgam.com) and a founding member of Tipultec – an Israeli website designed to assist therapists in their clinical work (therapy-assessment.com).

**Dr. Tsachi Ein-Dor, PhD, Bar-Ilan University, 2009**

Dr. Ein-Dor is a senior lecturer at IDC, Herzliya. In his research he tries to offer a new perspective on the strengths of individuals who have long been viewed as deficient and poorly adapted, such as anxious people or people with asocial tendencies. His work has been published in leading psychological journals such as *Journal of Personality and Social Psychology* and *Journal of Personality*.



**Dr. Sarit Guttman-Steinmetz, PhD, State University of New York, Stony Brook, 2005**

Dr. Guttman-Steinmetz continued in the Department of Psychiatry at Stony Brook as a Post Doc. Her clinical experiences include work with adult psychiatric patients and with children and adolescents who suffer from severe behavioral problems. Aggression is also the focus of her research which investigates the cumulative effects of family relations, parent-child attachment, and exposure to political violence, on the development of behavior problems in children.

**Dr. Eran Halperin, PhD, University of Haifa, 2007**

Dr. Halperin is a senior lecturer at the School of Psychology at IDC. He completed postdoctoral training, through a Fulbright Scholarship, at Stanford University. He serves as an associate editor of the *International Journal of Political Psychology*. Dr. Halperin received the Erikson Award for early career achievements in the field. His main line of research focuses on the role of emotions and emotion regulation in determining public opinion towards peace and equality, on the one hand, and war and discrimination, on the other. In recent years, he has published articles in journals such as: *JPSP*, *JESP*, *Psychological Science*, *JCR*, *BJPS*, *Political Psychology*; and *JPR*.



The above faculty members, although not all, will be teaching throughout the BA program.





**Prof. Gilad Hirschberger, PhD, Bar-Ilan University, 2002**

Prof. Hirschberger is an experimental social psychologist who studies how existential concerns influence our relations with the social world. His research focuses on issues ranging from close relationships to political psychology using a wide range of methods to examine these questions, such as behavioral and physiological measurements. Prof. Hirschberger's research has been funded by an Alon Fellowship and by grants from the Israel Foundation Trustees and the Israel Science Foundation.



**Dr. Yaniv Kanat-Maymon, PhD, Ben Gurion University of the Negev, 2009**

Dr. Kanat-Maymon is an organizational psychologist. His research concerns issues regarding contextual factors which may support or undermine experiencing autonomy and sense of volition in major life arenas such as educational and work organizations, as well as in romantic and parent-child relationships. Dr. Kanat-Maymon's research has been funded by the Israel Science Foundation and the U.S.-Israel Binational Science Foundation.



**Dr. Nava Levit-Binnun, PhD, Weizmann Institute of Science, 2007**

Dr. Levit-Binnun is presently the co-director of the Applied Neuroscience Unit at the New School of Psychology, IDC and teaches the biological basis of behavior. Her research focuses on both normal and abnormal development, mindfulness and understanding the regulatory and developmental role of human interactions.



**Dr. Daniel A. Levy, PhD, The Hebrew University of Jerusalem, 2003**

Dr. Levy studies the cognitive neuroscience of human memory and attention, and develops applications to optimize teaching based on brain research. He is also concerned with the interface of philosophy, neuroscience and psychology, especially regarding free will and ethics. He has been a research fellow at the Weizmann Institute of Science, Bar-Ilan University, and UC San Diego.



**Prof. Mario Mikulincer, PhD, Bar-Ilan University, 1985**

Prof. Mikulincer is a prolific author whose works include more than 240 scientific articles and three books. He was chairperson of Bar-Ilan University's Psychology Department. Prof. Mikulincer received the 2004 E.M.E.T. Prize in Social Science and the 2006 Berscheid-Hatfield Award from the International Association for Relationship Research.



**Dr. Ora Nakash, PhD, Boston University, 2003**

Dr. Nakash is a clinical psychologist. She served as a research associate at the Center for Multicultural Mental Health Research at the Cambridge Health Alliance/Harvard Medical School. Her research focuses on the effects of social and cultural factors on mental health with specific interest in the field of mental health disparities with the goal of improving the access, equity and quality of these services for disadvantaged and minority populations.



**Dr. Son Preminger, PhD, Weizmann Institute of Science, 2007**

Dr. Preminger researches volitional and motivated behavior, the underlying brain mechanisms and their plasticity. More broadly, she is interested in the effect of experience on neurocognitive functions, and in cognitive rehabilitation. She has been developing methods for cognitive rehabilitation using computer games and theater improvisation. Dr. Preminger completed post-doctorate studies in neuroscience at the Weizmann Institute of Science.

**Dr. Tamar Saguy, PhD, University of Connecticut, 2008**

Dr. Saguy is an assistant professor of psychology at IDC. She was a post-doctoral associate at Yale University. Her research centers on the dynamics of intergroup relations, social identity, and power between groups. Her work has been published in leading psychological journals such as *Psychological Science* and in several book chapters.

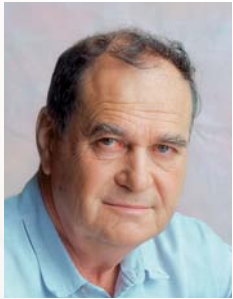


**Dr. Anat Shoshani, PhD, Tel Aviv University, 2007**

Dr. Shoshani is an assistant professor at the School of Psychology. She received her PhD in clinical psychology and her experience includes working in hospitals, public clinical centers and as a private practitioner. Dr. Shoshani's research interests lie primarily within the fields of political violence and positive psychology, with a particular emphasis on studying the effects of political violence and terrorism on children. She serves as the academic director of the MAYTIV Center, which was established at IDC Herzliya in 2010, and focuses on research and practice in positive psychology.

**Dr. Rami Tolmacz, PhD, The Hebrew University of Jerusalem, 2000**

Dr. Tolmacz is a clinical psychologist; he was the head of the clinical psychology track at Bar-Ilan University. His research focuses on different forms of concern, sense of entitlement in romantic relationships and youth gambling. His clinical experiences include work with adults and with adolescent psychiatric patients.



**Prof. Dan Zakay, PhD, Tel Aviv University, 1978**

Prof. Zakay has been a visiting professor at MIT, the Tokyo Institute of Technology and Stockholm University. He was a faculty member at Tel Aviv University, where he headed the program in Cognitive Psychology and chaired the Psychology Department. Prof. Zakay has served on public committees and as the chairman of the Israeli Association of Organizational Development and the Israeli Psychological Association.





*Efi Arazi  
of Computer*

*School  
Science*





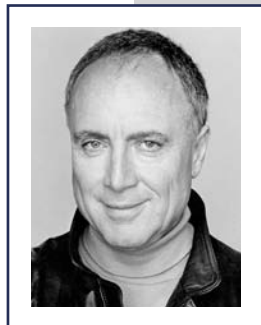
## GATEWAY PROGRAM TO COMPUTER SCIENCE

*Computing and information sciences have changed the world, including the way that we work, play, communicate and socialize. Information systems and digital technologies continue to be the most promising sectors of employment in and outside Israel. Since high technology holds the key to innovation and efficiency in all business sectors, the demand for computer professionals will continue to grow. As a result, graduates of our computer science program will enjoy not only fascinating*

*careers, but also rewarding salaries and job benefits. Graduates of IDC Herzliya's computer science program are doing extremely well. They work as project leaders and product managers in leading companies and study in MSc and MBA programs at world-renowned universities.*

*If you are interested in obtaining a top-notch computer science education, and wish to spend three years in Herzliya, I invite you to join our program.*

*Prof. Tami Tamir, Dean*



## EFI ARAZI (1937-2013)

Efi Arazi, a leading international high-tech entrepreneur, was responsible for significant breakthroughs in both technology and business. Mr. Arazi was a graduate of MIT and worked for the Raytheon Company in the United States and set up the Scitex Company in Israel. In 1990 Mr. Arazi founded the EFI (Electronics for Imaging) company which invented a controller and program that made it possible to turn any copy machine into a high-quality color printer. His appreciation of the connection between high-tech and academia led him to become an enthusiastic supporter of IDC Herzliya.

The Efi Arazi School of Computer Science was established in his honor in 2002.



## PROGRAM

The program, which is taught in English, enables students with abilities and motivation but without a strong background to enter the fascinating area of computer science. Students who complete this year successfully will be accepted to the regular three year CS program. The CS and math courses form the preparatory program, while credit for the other courses completed in the Gateway Program will be recognized for the BA degree.

## CURRICULUM

### Winter Semester

- » Basic Programming
- » Mathematics I
- » Introduction to Micro-economics
- » Introduction to Entrepreneurship
- » Hebrew

### Spring Semester

- » Principles in Computer Science
- » Mathematics II
- » Introduction to Macro-economics
- » Introduction to Information Technology
- » Elective course

## FACULTY



**Prof. Anat Bremler-Barr**  
PhD, Tel Aviv University

**Areas of interest:** computer networks, distributed computing



**Prof. Yacov Hel-Or**  
PhD, The Hebrew University of Jerusalem

**Areas of interest:** computer vision, image processing, computer graphics, robotics



**Prof. Gadi Taubenfeld**  
PhD, The Technion-Israel Institute of Technology

**Area of interest:** concurrent and distributed computing



**Prof. Yael Moses**  
PhD, Weizmann Institute of Science

**Areas of interest:** computer vision, applications of computer vision to multimedia systems



**Dr. Tal Moran**  
PhD, Weizmann Institute of Science

**Areas of interest:** cryptography, secure systems

**Dr. Shay Mozes**  
PhD, Brown University

**Areas of interest:** graph theory, algorithms, data structures, combinatorial problems



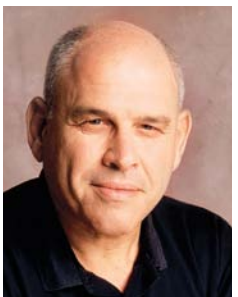
**Prof. Alon Rosen**  
PhD, Weizmann Institute of Science

**Areas of interest:** cryptography, computational complexity



**Prof. Shimon Schocken**  
PhD, University of Pennsylvania

**Areas of interest:** computer science education, software engineering



**Prof. Ariel Shamir**  
PhD, The Hebrew University of Jerusalem

**Areas of interest:** geometric modelling, computer graphics, visualization, machine learning



**Prof. Tami Tamir**  
PhD, The Technion-Israel Institute of Technology

**Areas of interest:** resource allocation, approximation algorithms, algorithmic game theory





## IDC HERZLIYA'S VALUES FOR A NEW ISRAEL



Prof. Uriel Reichman, Founder and President, IDC Herzliya with Shimon Peres, President of the State of Israel at IDC graduating ceremony.

There were no private educational institutions of significance in Israel until 1994, when IDC Herzliya was founded. Modeled on distinguished small colleges in the United States, IDC Herzliya is a non-profit corporate entity which is not subsidized by the government and is dedicated to the pursuit of excellence in education and research. Its founders aimed to create an Israeli university for the third millennium – a university where personal achievement goes hand in hand with social responsibility.

- » **IDC HERZLIYA's** approach is fundamentally different from other academic institutions in Israel because of its interdisciplinary spirit and strong social commitment.
- » **IDC HERZLIYA** seeks to train a future Israeli leadership of the highest caliber in the fields of law, business, government, computer science, communications and psychology.
- » **IDC HERZLIYA** aspires to provide its students with a broad, in-depth education and the skills needed to excel in the international business arena of the 21st century.
- » **IDC HERZLIYA** seeks to employ accomplished faculty of international repute whose careers reflect a combination of scholarly excellence and practical experience.
- » **IDC HERZLIYA**, a non-profit organization established for the public good, charges tuition based on actual costs, while taking into account the financial means of its students. It selects and rewards its faculty and administrative staff on the basis of individual merit.
- » **IDC HERZLIYA** is actively involved in the community, contributing according to its capabilities and the resources at its disposal.
- » **IDC HERZLIYA** is committed to the fundamental values of a free and tolerant society, while maintaining a Zionist philosophy – first and foremost, freedom of the individual for self-realization in all realms of thought and action, while striving to strengthen the State of Israel.
- » **IDC HERZLIYA's** motto is "liberty and responsibility."

- » **1/3** of the students at IDC are officers and combat fighters from elite units in the Israel Defense Forces.
- » IDC ranked number **1** for the third time in a row out of the **66** universities and colleges in Israel in students' satisfaction in the quality of teaching. The survey was conducted by the National Union of Students.
- » There are **25** research centers at IDC. [www.idc.ac.il/research-institutes](http://www.idc.ac.il/research-institutes)
- » IDC has more than **52** exchange programs with leading universities from around the world.
- » Over **1,500** RRIS students from **86** countries make up ¼ of the IDC student body.
- » IDC operates a radio station at frequency **106.2** where students from all the schools broadcast both in Hebrew and in English. [www.1062fm.co.il/en](http://www.1062fm.co.il/en)
- » IDC has over **14,000** graduates.



# IDC Herzliya



# IDC HERZLIYA SCHOOLS

IDC Herzliya adopts an interdisciplinary approach and its academic programs combine the many resources of its internationally renowned schools. This allows students to obtain an education that is both wide-ranging and practical.

**Radzyner School of Law**  
[www.idc.ac.il/law/eng](http://www.idc.ac.il/law/eng)

**Arison School of Business**  
[www.idc.ac.il/business/eng](http://www.idc.ac.il/business/eng)

**Efi Arazi School of Computer Science**  
[www.idc.ac.il/cs/eng](http://www.idc.ac.il/cs/eng)

**Lauder School of Government, Diplomacy and Strategy**  
[www.idc.ac.il/gov/eng](http://www.idc.ac.il/gov/eng)

**Sammy Ofer School of Communications**  
[www.idc.ac.il/comm/eng](http://www.idc.ac.il/comm/eng)

**School of Psychology**  
[www.idc.ac.il/psychology/eng](http://www.idc.ac.il/psychology/eng)

**School of Economics**  
[www.idc.ac.il/economics\\_eng](http://www.idc.ac.il/economics_eng)

**School of Sustainability**  
[www.idc.ac.il/sustainability\\_eng](http://www.idc.ac.il/sustainability_eng)

**Raphael Recanati International School**  
[www.rris.idc.ac.il](http://www.rris.idc.ac.il)



# IDC HERZLIYA RESEARCH INSTITUTES & LEARNING CENTERS

**Advanced Virtuality Lab (AVL)**  
[www.idc.ac.il/communications/avl](http://www.idc.ac.il/communications/avl)

**Asper Institute for New Media Diplomacy**  
[www.idc.ac.il/asper](http://www.idc.ac.il/asper)

**The Center for Internet Psychology (CIP)**  
[www.idc.ac.il/cip](http://www.idc.ac.il/cip)

**Deepness Lab DPI Engineering for Enhanced Performance of Networks Elements and Security systems**  
[www.deepness-lab.org/](http://www.deepness-lab.org/)

**Decision.Intuition.Choice. Evaluation (DICE)**  
[www.dice.idc.ac.il/#](http://www.dice.idc.ac.il/#)

**Entrepreneurship Center**  
[www.idc.ac.il/ec](http://www.idc.ac.il/ec)

**Fact Center**  
[www.factcenter.org/](http://www.factcenter.org/)

**Gazit-Globe Real Estate Institute**  
[www.idc.ac.il/gazit](http://www.idc.ac.il/gazit)

**Global Research in International Affairs (GLORIA) Center**  
[www.gloria-center.org](http://www.gloria-center.org)

**IDC Elevator**  
[www.thelevator.co.il/](http://www.thelevator.co.il/)

**The IDC Institute for LD and ADHD**  
[www.idc.ac.il/LD-ADHD](http://www.idc.ac.il/LD-ADHD)

**IDC Social Cognition & Psychophysiology**  
[www.giladhirschberger.com/#](http://www.giladhirschberger.com/#)

**International Institute for Counter-Terrorism (ICT)**  
[www.ict.org.il](http://www.ict.org.il)

**Institute for Policy and Strategy (IPS)**  
[www.herzliyaconference.org/Eng](http://www.herzliyaconference.org/Eng)

**Maytiv Center**  
[www.idc.ac.il/Maytiv](http://www.idc.ac.il/Maytiv)

**Media Innovation Lab (miLAB)**  
[www.milab.idc.ac.il](http://www.milab.idc.ac.il)

**The Nevzlin Center for Jewish Peoplehood Studies**  
[www.idc.ac.il/Nevzlin](http://www.idc.ac.il/Nevzlin)

**Program in Political Psychology & Decision Making (POPDM)**  
[www.idc.ac.il/pada](http://www.idc.ac.il/pada)

**The Project for New Governance**  
[www.idc.ac.il/NewGov](http://www.idc.ac.il/NewGov)

**The Program in Political Psychology**  
[www.idc.ac.il/politicalpsychology](http://www.idc.ac.il/politicalpsychology)

**Rothschild Caesarea Center for Capital Markets and Risk Management**  
[www.cc.idc.ac.il](http://www.cc.idc.ac.il)

**Unit for Applied Neuroscience**  
[www.idc.ac.il/neuroscience](http://www.idc.ac.il/neuroscience)



Tal Dahan, California, US, *Communications*  
Emmanuelle Sarfati, Paris, France, *OBD*  
Caroline Spierer-Cohen, Bellevue, Switzerland, *Communications*  
Sarah Stein, Johannesburg, South Africa, *Communications*  
Lorelle Shub, Johannesburg, South Africa, *Communications*



## INSTITUTE FOR POLICY AND STRATEGY (IPS) THE HERZLIYA CONFERENCE SERIES

The Institute for Policy and Strategy (IPS) conducts projects and research on a broad analytical scope, concentrating on identifying emerging issues and trends crucial to Israel's national policy and decision-making process including: national security and strategy; foreign policy; the Jewish people; and social policy and education. Drawing on its range of networks and convening power, IPS fosters informed dialogue and debate which impact national policy by producing and following the implementation of pragmatic responses, strategic directions and policy solutions.

Israel's premier global policy gathering, the Annual Herzliya Conference, is the flagship of IPS activities. The Conference exclusively draws together international

and Israeli participants from the highest levels of government, business and academia to address the most pressing national, regional and global issues.

The Conference proceedings, reports and recommendations provide leaders with timely and authoritative assessments and policy recommendations needed to guide their organizations through challenging geopolitical, economic and social developments. As strategic political processes and events emanating from an ever-turbulent Middle East increasingly impact the global arena, the deliberations at Herzliya cover a broad span of issues, ranging from nuclear proliferation and the Middle East peace process to finance, energy security and global warming.

[www.herzliyaconference.org/Eng](http://www.herzliyaconference.org/Eng)

From left: **Lt. Gen. Benny Gantz**, Chief of the General Staff, IDF; **Maj. Gen. (res.) Danny Rothschild**, Director, Institute for Policy and Strategy and Chair of the annual Herzliya Conference Series; **Prof. Uriel Reichman**, Founder and President, IDC Herzliya.



## THE INSTITUTE FOR COUNTER-TERRORISM (ICT)

The Institute for Counter-Terrorism (ICT) is one of the leading academic institutes for counter-terrorism in the world, facilitating international cooperation in the global struggle against terrorism. ICT is an independent think tank providing expertise in: terrorism; counter-terrorism; homeland security; threat vulnerability and risk assessment; open intelligence analysis; and national security and defense policy.

ICT holds a World Summit for Counter-Terrorism conference which is one of the most influential events in the field of counter-terrorism today. The conference is a vital opportunity for high-profile experts from a diverse background of disciplines to establish professional relationships and serves as a platform for the formation of international cooperation. Speakers and

participants at ICT's previous conferences have included current and former ministers, members of parliament, heads of security agencies and police departments, first responders, academics, professional experts in the field of counter-terrorism, jurists, businessmen and students.

ICT also serves as a joint forum for international policy makers and scholars to share information and expertise through research papers, situation reports and academic publications for worldwide distribution. A number of international seminars, workshops and conferences are organized monthly by ICT to discuss and educate on global and regional issues. Finally, ICT administers one of the largest public domain research databases on the Internet.

[www.ict.org.il](http://www.ict.org.il)



From left: **Jonathan Davis**, Head, Raphael Recanati International School and Vice President for External Relations, IDC; **Prof. Uriel Reichman**, Founder and President, IDC; **Shabtai Shavit**, Chairman of the Board of Directors, The International Institute for Counter-Terrorism (ICT) at IDC, former Director of the Mossad; **Prof. Alex Mintz**, Dean, Lauder School of Government, Diplomacy and Strategy, IDC; **Dr. Boaz Ganor**, Ronald S. Lauder Chair for Counter-Terrorism, Deputy Dean, Lauder School of Government, Diplomacy & Strategy, Founder & Executive Director, The International Institute for Counter-Terrorism (ICT) at IDC attending ICT's **10th International Conference: World Summit on Counter-Terrorism**.





# IDC HERZLIYA ALUMNI ASSOCIATION

IDC Herzliya’s first graduates and the school administration jointly founded the Alumni Association in 1998. It currently has 14,000 members who take an active part in the world of law, government, economy, business and high-tech in Israel and throughout the world.

## Alumni Association Activities

- » Organizing professional conferences and seminars in law, management, computer science and governance
- » Arranging social events
- » Establishing and coordinating business clubs which allow alumni to meet leading figures in the Israeli economy
- » Supporting IDC Herzliya in cultivating its image and in fundraising
- » Fostering ties with alumni associations of other institutions in Israel and around the world
- » Organizing community service initiatives and raising funds for scholarships
- » Operating an Internet site that is an effective tool for nurturing connections and furthering cooperation between alumni
- » Helping alumni to continue to use IDC Herzliya services, such as the Career Development Center and the Marc Rich Library, by arranging informative and networking events specifically for alumni and showing alumni that the doors of IDC Herzliya are always open to them

## MAKOM BALEV (A PLACE IN THE HEART) IDC Herzliya Alumni on Behalf of Needy Students

The IDC Herzliya Alumni Association has set itself the goal of helping the community through active involvement in order to better the future for the young people of Israel. IDC graduates have created “a place in the heart” for the future generation of the Alumni Association.

The Alumni Association is promoting a unique campaign, the first of its kind in Israel, following the example of leading academic institutions around the world. As part of this campaign, IDC alumni are helping to fund scholarships for needy students who hope to study at IDC and benefit from a higher education at the leading academic institution in Israel.

- IDC Herzliya’s 14,000 alumni are encouraged to take part in this campaign and donate to one or more of the following projects at IDC Herzliya:
- » Scholarships for economically disadvantaged students
  - » Scholarships for outstanding Ethiopian immigrant youth
  - » Keren Or scholarships for students with academic potential from development towns
  - » The Study Skills Center Academic Programs

For more information contact:  
Adi Olmert, Adv.  
Director, IDC Herzliya Alumni Association  
Tel +972 9 9527249  
[alumni@idc.ac.il](mailto:alumni@idc.ac.il)  
[www.idc.ac.il/alumni/eng](http://www.idc.ac.il/alumni/eng)

# IDC HERZLIYA ALUMNI

The professional and academic worlds eagerly welcome IDC Herzliya alumni, appreciating their interdisciplinary outlook and the practical skills and experience they obtained during their studies. Alumni can be found at leading graduate programs around the world as well as in major law firms, high-tech companies, investment houses, international consulting companies, the Knesset and Israel government agencies. Many alumni have used the entrepreneurial training they received at IDC to successfully launch their own businesses in a variety of sectors.



## Selected Graduate Schools IDC Alumni Attend

- » Bocconi University, Italy
- » Carnegie Mellon University, US
- » Columbia University, US
- » Cornell University, US
- » Emory University, US
- » ESSEC Business School, France
- » George Washington University, US
- » Georgetown University, US
- » Harvard University, US
- » Hertie School of Governance, Berlin
- » Instituto de Empresa Business School, Spain
- » King's College, UK
- » London School of Economics, UK
- » MIT, US
- » Monash University, Australia
- » Northwestern University, US
- » NYU, US
- » Paris Graduate School of Management, France
- » Port Elizabeth University, South Africa
- » Sciences-Po, France
- » Toronto University, Canada
- » Tufts University, US
- » University of California, Berkeley, US
- » University of Cambridge, UK
- » University of London, UK
- » The University of Oxford, UK
- » University Paris-Dauphine, France
- » University of Pennsylvania, US

## Selected Employers of IDC Alumni

- Communications**  
Adler Chompskey, Cellcom, Channel Two Television, Hot, Keter Books Ltd., Music 24 Television Channel, The Israel Project (TIP), Jerusalem Post, Headlinemedia, Waze
- High-Tech**  
Amdocs, Check Point, Dell, Elbit, eWave, GE, Google, HP, IBM, ICA Telecom, Legend Business Technologies, Medcon Telemedicine, Microsoft, Netcom Systems, Nice, Ness Technologies, Oracle Israel, Orad, SAP, See-Run, Intel, Google Israel, Liveperson, Matomy, Adorika, ybrant
- Finance**  
Bank of America, Citi Bank, Clal Industries and Investments Ltd., Cedar Fund, Equity Group Investments, eBay, Gerson Lehrman Group, Goldman Sachs, Israel Value Fund, Matrix ABC, McKinsey and Company, Morgan Stanley, HSBC, major Israeli banks.
- Law Firms**  
Yigal Arnon; Herzog, Fox and Neeman; S. Horowitz; Dr. Jacob Weinroth
- Government and Public Service Sectors**  
Ministers, Ministry of Defense, Ministerial Advisors, The Prime Minister’s Office, Members of Knesset, Parliamentary Assistants, Israeli Supreme Court, Israeli Foreign Service, Jewish Agency for Israel, UN, AIPAC, Foreign Embassies, Maccabiah 2013, MASA, Foreign Relations NCO, IDF, The Prime Minister’s Office
- Other**  
El AL, Sakal, Glossy Box, Pioneer, New Pharm, Fox, American Eagle, Ikea, Groupon, Holmes Place, Hillel *shlichim*





## ADMISSION TO RRIS

### English Proficiency

The academic program of the Raphael Recanati International School is taught entirely in English. Graduates of high schools in which English was not the primary language of instruction are required to pass one of the following exams: TOEFL (Test of English as a Foreign Language), IELTS (International English Language Testing System), PEARSON (Language Test), Cambridge English Assessment (CAE or CPE), or the Israeli Psychometric/Amiram.

TOEFL [www.toefl.org](http://www.toefl.org)

IELTS [www.ielts.org](http://www.ielts.org)

PEARSON [www.pearsonpte.com](http://www.pearsonpte.com)

CAMBRIDGE [www.cambridgeenglish.org](http://www.cambridgeenglish.org)

PSYCHOMETRY/AMIRAM  
[www.nite.org.il/index.php/en/tests/amiram.html](http://www.nite.org.il/index.php/en/tests/amiram.html)

### Application Form and Fees

Applications should be made online at  
[www.rris.idc.ac.il/onlineBAreg](http://www.rris.idc.ac.il/onlineBAreg)

The fee is \$90 US and non-refundable. An essay of 250-500 words, in which the candidate addresses why they would like to study in Israel, at the IDC, in English and in a particular academic program, is to be attached to the online registration together with a curriculum vitae (resume).

### Deadline

For an application to be considered valid, all forms and other required information must be submitted to the Raphael Recanati International School at IDC Herzliya by July 31, 2014.

### Transfer Students

In order to receive credits or exemptions for courses taken at another academic institution, students must submit a detailed syllabus in English for each course for which they are requesting credit and/or an exemption. Please note that IDC Herzliya is not obligated to grant credit for courses taken at other academic institutions. To receive a degree from IDC Herzliya, students must earn at least 60% of the credits at IDC Herzliya and must be enrolled at IDC Herzliya for a minimum of two years.

### APPLYING

Admission decisions are based on a combination of academic and personal criteria: high school grades; standardized test scores (if applicable); letters of recommendation; a curriculum vitae (resume); and a personal essay.

### High School Grades

Applicants must submit official copies of their high school transcript and diploma. Applicants in their final year of high school may submit a partial transcript. Acceptance of such applicants is contingent upon receiving a final transcript showing that they graduated and that the final grades are similar to those earned in previous semesters. Applicants who have completed one year of university or two years of community college studies must submit only their high school diploma and university or community college transcript.

### Recommendations

Applicants must submit two recommendations from people who can evaluate their academic abilities such as teachers, educators, counselors, employers or supervisors.

### Standardized Tests

Applicants who graduated from a high school in the US must take a standardized test such as the SAT or ACT. However, if they have completed at least one year of university-level studies or two years of community college, they are exempt from this requirement. Students who graduated from a high school in countries outside Israel or the US are not required to take a standardized test.

SAT [www.sat.collegeboard.org](http://www.sat.collegeboard.org)

ACT [www.actstudent.org](http://www.actstudent.org)

Students who graduated from a high school in Israel, with an Israeli bagrut, must take the Psychometric Examination.



TUITION AND EXPENSES\*

TUITION	\$10,950 US per year
HEALTH INSURANCE	\$690 US per year
IDC SPONSORED HOUSING (optional)	\$625 US per month
Includes maintenance and municipal taxes, but does not include utilities, internet, etc. For the first year the rental payment begins from the day of checking into the apartment until July 31 of the following year. Every additional year the contract is for 12 months. Please note, students that have master bedrooms must pay an additional \$50/month.	

\* All rates are subject to change due to fluctuations in market prices and currency exchange rates.

ADDITIONAL EXPENSES

Students are responsible for their airfare to and from Israel.

Students should expect to spend about \$600-\$800 US each month for food, travel and other basic expenses. Please note that tuition does not include the cost of the textbooks.

A symbolic fee is charged at some RRIS social and cultural events.

There is an additional materials fee of \$250 US for students in the School of Communications.

TUITION PAYMENT ARRANGEMENTS

A \$1,000 US tuition deposit must be sent to the registrar at the Raphael Recanati International School within one month of being accepted to study at IDC Herzliya in order to reserve a place in the class. This deposit is the first tuition payment. An electronic acceptance booklet containing details on how to pay the remainder of the tuition will be sent later. This deposit will be fully refunded to those who decide not to enroll, if they inform the Raphael Recanati International School of their decision in writing by July 11, 2014.

CONTACT INFORMATION

**ISRAEL**  
**Raphael Recanati International School**  
Interdisciplinary Center (IDC)  
PO Box 167  
Herzliya, Israel 46150  
Attention: Registrar  
Fax +927 952 7334  
[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)  
**Business & Law Program**  
Tel +972 9 960 2842  
**Business Administration Program**  
Tel +972 9 952 7248  
**Government Program**  
Tel +972 9 960 2801  
**Communications Program**  
Tel +972 9 960 2841  
**Psychology Program**  
Tel +972 9 960 2841  
**Gateway Program to Computer Science**  
Tel +972 9 9527248

**NORTH AMERICA**  
**Raphael Recanati International School**  
c/o American Friends of IDC,  
116 East 16th Street, 11th Floor,  
New York, NY 10003, US  
Tel +1 212 213 5961  
Fax +1 212 213 6436  
[rris.us@idc.ac.il](mailto:rris.us@idc.ac.il)



ACADEMIC SCHEDULE 2014 - 2015 תשע"ה



Preparatory Courses	August 31 - October 2, 2014
Orientation Week	October 19 - October 24, 2014
Fall Semester Begins	October 26, 2014
Memorial Day for Yitzhak Rabin	November 5, 2014
Hanukah Vacation	December 21, 2014
Fall Semester Ends	January 23, 2015
Fall Semester Exams	January 25, 2015
Spring Semester Begins	March 1, 2015
Purim Vacation	March 5, 2015
Passover Vacation	March 29 - April 10, 2015
Back to School	April 12, 2015
Eve of Holocaust Memorial Day	April 15, 2015
Holocaust Memorial Day Ceremony	April 16, 2015
Israel Memorial Day Ceremony	April 21, 2015
Eve of Israel Memorial Day	April 21, 2015
Israel Memorial Day	April 22, 2015
Israel Independence Day	April 23, 2015
Student Day	To be announced
Shavuot	May 24, 2015
Spring Semester Ends	June 12, 2015
Make Up Lessons	June 14 - 19, 2015
Spring Semester Exams	June 21, 2015
Summer Semester	July 26 – September 11, 2015



## RAPHAEL RECANATI INTERNATIONAL SCHOOL STAFF

Director

09 9602771

[rris.director@idc.ac.il](mailto:rris.director@idc.ac.il)

Program Coordinator

09 9602771

[rris.director@idc.ac.il](mailto:rris.director@idc.ac.il)

Director of International Marketing

09 9527261

[rris.intlmarketing@idc.ac.il](mailto:rris.intlmarketing@idc.ac.il)

Assistant Director of International Marketing

09 9602752

[rris.marketing@idc.ac.il](mailto:rris.marketing@idc.ac.il)

Recruiting and Admissions Coordinator for:

### **BA Law & Business**

09 9602842

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **BA Business Administration**

09 9527248

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **BA Communications**

09 9602841

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **BA Government**

09 9602801

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **BA Psychology**

09 9602841

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **Gateway Program to Computer Science**

09 9527248

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **North America**

+212 2135961

[rris.us@idc.ac.il](mailto:rris.us@idc.ac.il)

Director of Student Affairs

09 9602420

[rris.studentaffairs@idc.ac.il](mailto:rris.studentaffairs@idc.ac.il)

Cultural and Social Affairs Coordinator

09 9602794

[rris.cultureaffairs@idc.ac.il](mailto:rris.cultureaffairs@idc.ac.il)

Housing Coordinator

09 9602791; 09 9527657

[rris.accommodation@idc.ac.il](mailto:rris.accommodation@idc.ac.il)

Financial Aid Coordinator

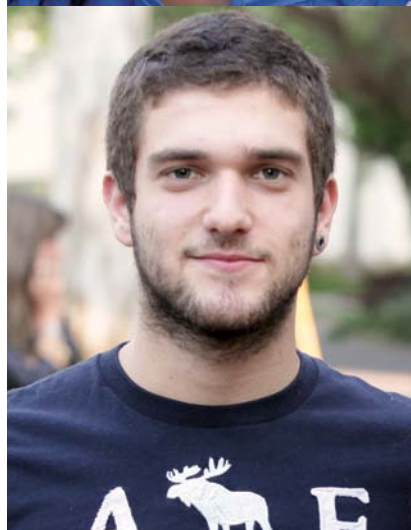
09 9602719; 09 9527962

[rris.financialaid@idc.ac.il](mailto:rris.financialaid@idc.ac.il)

Student Welfare Coordinator

09 9602880

[rris.absorption@idc.ac.il](mailto:rris.absorption@idc.ac.il)



[www.rris.idc.ac.il](http://www.rris.idc.ac.il)



### **ISRAEL**

#### **The Raphael Recanati International School Interdisciplinary Center (IDC)**

PO Box 167, 1 Kanfei Nesharim Street

Herzliya, Israel 46150

Attention: Registrar

Fax +972 9 952 7334

[rris.registrar@idc.ac.il](mailto:rris.registrar@idc.ac.il)

### **US**

#### **The Raphael Recanati International School**

c/o American Friends of IDC

116 East 16th Street, 11th Floor

New York, NY, US 10003

Tel +1 866 999 RRIS; +1 212 213 5961; +1 212 213 6371

Fax +1 212 213 6436

[rris.us@idc.ac.il](mailto:rris.us@idc.ac.il)