



MBA INTERNATIONAL PROGRAM 2024

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Program Goals

The MBA International Program at the Gilford Glaser Faculty of Management, Ben-Gurion University of the Negev, is dedicated to providing a distinguished MBA experience for Israeli and global students.

Our key goal is to offer advanced English-taught master's studies, facilitating international students and faculty to engage in enriching educational endeavors. This initiative significantly enhances the faculty's global academic presence and impact.

Learning Methodology

The program adheres to a management - lead - society paradigm endorsed by the Faculty of Management. This model entails the synthesis of study material encompassing the societal implications of diverse managerial disciplines, alongside immersive workshops addressing pertinent social challenges. Noteworthy among the program's merits is its aptitude for establishing linkages within a global network of MBA scholars.

At its core, the program confers a master's degree in business administration, underpinned by a practical culminating project. This project unfolds through a collaborative endeavor with an established entity versed in fostering and advancing the entrepreneurial ecosystem within Be'er Sheva. By seamlessly integrating hands-on curricula with corporate leadership teachings, the program aligns itself with the esteemed standards of prominent international business management courses, both within Israel and globally.

Furthermore, the program encompasses a bespoke personal development course for each enrolled student, further underscoring its commitment to holistic education.



Curriculum and Faculty

The curriculum comprises six foundational business courses, supplemented by advanced modules in leadership, strategy, finance, marketing, sustainability, and technology. Additionally, the program features two annual courses aimed at personal and professional development.

Teaching staff includes faculty members from the Management department, distinguished instructors from global universities, and experts from Israel and abroad. This ensures exposure to global insights and connection to a worldwide network of experts. The program also offers a non-credit Internship program.

Note that the Teaching Committee retains the right to modify rules, regulations, and curricula without personal notifications. Stay updated through department publications.

In 2024, the curriculum includes an annual applied project (elective course), spanning three semesters, integrating case studies, simulations, and innovative teaching methods.

Annual Practical Project

Tech 7, a non-profit organization specializing in guiding startup companies within the high-tech park in Beer Sheva, will actively participate in mentoring each student through their final projects. Moreover, they will conduct a series of courses and workshops covering a diverse range of topics, including innovation, entrepreneurship, marketing, project management, startups, sustainability, and more.

Throughout the entire year, students will engage in workshops and courses facilitated by Tech 7. The overarching objective is to ignite innovation, stimulate initiative, and foster creative and pragmatic solutions within their final projects.

In line with this, all fundamental and elective courses essential for comprehending and honing business administration skills will contribute significantly to the students and will be seamlessly integrated into their final projects.



Assessment of core courses will be based on (1) the final exam of the course and (2) the comprehensive integration of the course material into the final project (individually for each student).

During Semester A, students will enroll in mandatory and optional courses such as creative thinking, data-driven market research, project management, and financial problem-solving. These courses will assist students in shaping their initial ideas and framing their projects.

In Semester B, students will immerse themselves in refining their final projects, constructing financial, marketing, and strategic components in alignment with insights garnered from the courses.

By Semester C, students will finalize their individual projects and formulate plans for distribution, capital acquisition, sales, and more.

The culminating projects will be showcased in a celebratory event, drawing participants interested in various aspects of the students' projects.

The program will take place on two days during the week + concentrated workshops that will be 5 days in a row (according to the university and lecturers' constraints).

- The program length is 12 months – 3 consecutive semesters.
- The program will start in October and end next year's October.
- The program is a closed program – the courses are only offered to the program's students.

Curriculum structure

| Course type | Number of courses | Number of credits |
|--------------------------------|-------------------|-------------------|
| Preparatory courses | 2 | 3 |
| Compulsory courses | 8 | 24 |
| Advanced compulsory courses | 1 | 3 |
| Yearly elective courses | 2 | 9 |
| Elective courses and workshops | 5 | 6 |



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| Total of credits | 42 |
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Course list

The list of program courses is detailed in the following table:

| credits | Course type | Course name | Course number |
|------------------------------|-------------|--|---------------|
| Fall Semester – 15 credits | | | |
| 3 | Mandatory | Economics | 687.2.1712 |
| 2 | Elective | Creative thinking | - |
| 3 | Mandatory | Data Insights: Market Research Analytics | - |
| 3 | Mandatory | Operations and Projects Management | 687.2.1719 |
| 3 | Mandatory | Marketing for Managers | 687.2.1715 |
| 1 | workshop | Storytelling | - |
| Spring Semester – 12 credits | | | |
| 3 | Mandatory | Behavioral Science for Managers | 687.2.1716 |
| 3 | Mandatory | Strategy for Managers | 687.2.1717 |
| 3 | Mandatory | Financial Management | 687.2.1718 |
| 3 | Mandatory | Accounting for Managers | 687.2.1715 |
| Ssummer Semester – 6 credits | | | |
| 3 | Mandatory | Applied Strategic Analysis | 687.2.1728 |
| 2 | workshop | Interpersonal Negotiations | 687.2.1711 |
| 1 | workshop | Practical methodologies for managers - The Social Challenge | 610.5.0100 |
| Annual courses – 9 credits | | | |
| 6 | Annual | Innovation and Entrepreneurship – TECH-7 | 687.2.1729 |
| 3 | Annual | Between Entrepreneurship, Leadership and Management | 687.2.1730 |

Changes in the course list and their scheduling may occur according to decisions of the Academic Teaching Committees.



Regulations and Guidelines

For further details on regulations and guidelines, please refer to the "Second Degree Studies" section in the Faculty of Management's annual handbook.

Exemption and Recognition in Courses

Exemption - A student who has completed similar courses within the framework of previous studies for a second degree is eligible to apply for an exemption. If granted, they will undertake an alternative course within the curriculum. Both the exemption and the alternative course require approval from the department's Teaching Committee. Recognition - Recognition of credit points will only be granted for a course taught within a second-degree program at an accredited academic institution recognized by the Council for Higher Education (including Ben-Gurion University of the Negev), but not already applied towards a degree, relevant to the department's program in a parallel scope, and with a minimum grade of 70. The maximum number of courses that can be recognized shall not exceed three courses (a total of up to 9 credit points). Recognition requires approval from the Faculty of Management's Teaching Committee.

For a course that has been recognized by the Teaching Committee, a grade of 600 will be reported, indicating "exemption."

The Teaching Committee also approves the recognition of courses within the framework of student exchange programs abroad. The grades assigned by foreign institutions will be recognized on a 0-100 scale, except in cases where a Pass/Fail grade was awarded. In cases where a non-numeric grade is given, the grade will be translated and adjusted to match Ben-Gurion University of the Negev's grading scale. A student who completes their studies with surplus courses for their degree will deduct the excess from the courses for which recognition was granted, not from the courses studied within the department.