**Diploma Supplement for the Department of Business Administration**

Students in the Department of Business Administration at the Ruppin Academic Center learn for three years (six semesters) and earn 120 credits of general mandatory courses, electives, seminars, and courses in a specialization that includes an applied final project. In the first year, students learn the basics of economics, finance, computers, mathematics, and statistics. They take introductory courses in marketing, organizational behavior, human resource management, and information systems. In the second and third years, students take courses in finance, decision making, accounting, research methods, and strategic management. They also take elective courses and a research seminar. Beginning in the second year, students choose a specialization: Marketing Management, Human Resource Management and Organizational Development, or Information Systems.

**Specializations**

**Marketing Management**

This specialization offers a wide range of theoretical and practical tools that are essential in the contemporary marketing world. Theoretical and practical knowledge is illustrated through event analysis, simulations, and practical experience with real businesses. The specialization includes designing and implementing a marketing plan for a working business (establishing digital assets, social media management, etc.). Graduates will have acquired tools that enable them to formulate a vision for companies and brands, plan and carry out marketing research, design a marketing strategy, create and implement a marketing plan, and assess the results using analytic tools.

**Human Resource Management and Organizational Development**

This specialization provides students with a general understanding of business and the psychological and social insights required for optimal management of an organization's employees and managers. Students take in courses in the professional and proficient recruitment and selection of high-quality employees, leading organizational development processes, developing training systems, managing employee evaluation processes, implementing a strategy for managing an organization’s human capital, and labor law. These studies link theory, practice, and experience using a wide range of tools that are relevant to human resource management in an organization.

Graduates will have acquired tools that enable them to: evaluate resumes, conduct job interviews, perform a diagnosis of an organizational culture, make practical recommendations based on the diagnosis, map training needs, plan and design a training program, assess performance evaluation processes, link a business strategy with human resources policy, and apply the acquired knowledge and tools in a variety of organizational contexts.

**Information Systems**

This specialization trains students in methods and tools for managing and developing information systems. It provides them with theoretical and practical knowledge in all phases of information systems, from initiation through full development. Students learn about and apply a wide range of technologically advanced methods and tools, and how to integrate them into businesses and research institutes that deal with information and information systems. Graduates will be able to: classify and develop databases; analyze, design, and develop Internet information systems and mobile applications; proficiently use various innovative programming development languages (JavaScript, HTML5, REACT); manage an organization’s information and develop Business Intelligence (BI) systems; manage all aspects at every stage of the implementation of information systems in the world of technology including: costs, scheduling, resources, risks, quality assurance, teams, communication, conflicts and objections. The specialization culminates with a final project, in which students design and implement an information system for an actual customer and face challenges related to the client’s real-life situation. Alternatively, students may choose an entrepreneurial idea and develop it into an information system, usually based on a mobile application. This should provide an innovative response to a need that the student identified, defined, and analyzed, and which can be fully implemented into the client's work environment.