



## **DIPLOMA SUPPLEMENT**

### **Higher Education System in Israel**

#### ***Degrees***

Higher education in Israel is a three-tiered system offering Bachelor's, Master's and Doctoral degree programs. Programs granting Bachelor's degrees (e.g., BA, BSc, BSN, BSW) usually last three or four years. Completion of this first degree qualifies students for admission to subsequent degree programs. Master's degree programs generally last two years and offer a thesis or non-thesis tracks. Students who complete a Master's degree with a research track are eligible for admission to Doctorate programs. Each university determines additional admissions requirements. Doctorate programs generally last four to six years and are offered in various disciplines.

#### ***Access to Higher Education***

Israeli institutes of higher education generally require a matriculation diploma and a standardized psychometric examination. The exact requirements vary depending on the institution and field of study. Programs may have additional requirements such as entrance interviews, examinations, or artistic portfolios. Admission requirements for all programs are determined on a competitive basis by the institution and are approved by Israel's Council for Higher Education (CHE).

#### ***Types of Higher Education Institutions***

Israel has 61 academic institutions: nine universities (including the Open University) and 31 academic colleges that award Bachelor's and Master's degrees. Currently, only research universities offer research PhD degrees.

#### ***Government Agencies***

The Council for Higher Education (CHE), established according to the Council for Higher Education Act 1958, is the regulatory body responsible for the academic aspects of all institutions of higher education in Israel. According to the Council for Higher Education Act, higher education institutions are accredited by the Quality Assessment Division of the CHE at the study program level in universities and colleges.



## Ruppin Academic Center

With 5000 students, Ruppin Academic Center (RAC) is one of the largest public colleges in Israel. It was established in 1949 by Israel's first Prime Minister, David Ben Gurion.

Today, RAC awards 21 undergraduate (BA, BSc, BSN, BSW) and graduate degrees (MA, MBA, MSc) in Marine Sciences, Engineering, Social and Community Sciences, Economics and Management. RAC offers innovative study programs committed to developing knowledge and professional competencies that address Israel's most vital social and economic challenges.

Ruppin Academic Center has been consistently awarded top ratings in satisfaction surveys conducted among Israel's higher education student population.

The Ruppin Academic Center has four faculties:

***The Faculty of Economics and Business Administration*** awards BA degrees in Economics and Accounting, Economics and Management, Business Administration, and a Global Master's in Business Administration (MBA).

***The Faculty of Social and Community Sciences*** awards Bachelor's degrees in Behavioral Sciences (BA), Nursing Sciences (BSN), and Social Work (BSW) and Master's degrees in Immigration and Social Integration, Organizational Psychology, Clinical Psychology (with thesis), and Clinical Psychology of Adulthood and Aging.

***The Faculty of Engineering*** awards BSc degrees in Industrial Engineering and Management, Computer Engineering, Electrical and Electronics Engineering, Computer and Information Sciences, and MA degrees in Logistics and Global Supply Chain.

***The Faculty of Marine Sciences*** awards BSc degrees in Marine Environmental Sciences and Marine Biotechnology, Master's degrees in Marine Resource Management and MSc degree in Marine Sciences (with thesis).



**The Faculty of Economics and Business Administration** at the Ruppin Academic Center has been awarding CHE-accredited academic degrees since 1979. The Faculty currently offers three undergraduate programs with CHE accreditation: BA degrees in Economics and Management; Economics and Accounting, and Business Administration, as well as a Master's degree in Business Administration (MBA). Students in these undergraduate and graduate degree programs acquire basic concepts in management and economics and advanced analytical and thinking tools that enable them to move into challenging and diverse roles in Israel's business and public sectors. The academic programs at the Faculty of Economics and Business Administration combine theory, research, and practice with a wide range of specializations, including Finance, Accounting, Marketing, Human Resource Management, Organizational Development and Consulting, Information Systems Management, and Business Innovation. The Faculty of Economics and Business Administration is divided into four departments.



## **Graduates (MBA) in Business Administration - Profile**

The Master of Business Administration (MBA) program was founded in 2007 and has become one of the flagship programs at the Ruppin Academic Center. Since then, approximately 1200 program alumni have successfully integrated into senior management positions in Israeli and global industries. The program trains administrators to have in-depth strategic thinking skills, manage people and resources in various professional fields, and successfully face the challenges of the ever-changing business world. The program lasts about a year and a half (four consecutive semesters). Students earn 42 course credits. Half of these credits come from general mandatory courses, and elective courses in a professional specialization make up the other half.

In the first semester, students learn about core issues in management and business, particularly finances, marketing, and decision-making. In the second and third semesters, students select elective courses and a specialization (Marketing and Global Strategy; Organizational Consulting; Leadership Strategy and Senior Management; Financial Management Investments, and Real Estate Financing). Students undergo an intensive international business development and management simulation course in the fourth semester. They also complete and submit a seminar or project in their specialization.

### **Specialization in Marketing and Global Strategy**

This specialization trains current or aspiring managers to work in organizations that operate globally in physical and digital realms. The specialization allows graduates to develop a targeted and systematic business strategy. It endows them with skills and knowledge in marketing and international business development, considering factors such as intercultural differences, choosing new markets and business partners, methods for entering markets, etc. They will have strategic managerial knowledge relevant to digital technology that will enable them to lead change processes that are global and digitized in nature, for example, machine learning, artificial intelligence, blockchain, network analysis, etc. As part of this specialization's final seminar, students meet intensively with senior managers from a wide variety of business organizations that operate globally to gain in-depth insights into their perspectives on the businesses they manage and practical insights about management.



Graduates of this specialization develop strong personal leadership skills and management capabilities to motivate people, develop teams, and manage changes. These skills are taught in the context of managing organizational units and dealing with change processes and crisis management at the organizational, departmental, and team levels or for working as organizational consultants in the field. Graduates will be able to conduct personal consultations, develop teams, and implement interventions pertaining to changes and crises in a global marketing strategy. Additionally, graduates of this specialization will have business knowledge and skills such as reading financial reports and be familiar with marketing and decision-making. Students complete a practicum, which includes a hands-on intervention in a real-world organization.

### **Specialization in Leadership, Strategy, and Senior Management**

Today's business world belongs to leaders and managers with vision, strategic perception, and creative thinking who can navigate a rapidly changing world and lead their organizations to future success. Managers must have a broad and multidisciplinary understanding of their organization's functioning, including its internal mechanisms and interfaces with the larger environment. The Leadership, Strategy, and Senior Management specialization trains students to lead organizations and departments in the business and public sectors and the third and fourth sectors to succeed in their respective fields. Students acquire knowledge and tools that link four levels: having a personal vision of leadership, leading an organization and its members, navigating an organization within its business environment, and understanding the influence of the political and national system on an organization.

Graduates will understand the links between public policy and legislative and regulatory processes with their organization's management and decision-making methods. They will be able to identify policies and activities related to management processes and personnel. They will lead employees in accordance with their values. They will be able to read organizational balance sheets and implement management decisions based on them. The seminar taught at the end of the specialization provides graduates with the skills to identify and diagnose managerial issues and implement relevant solutions.



### **Specialization in Financial Management, Investments, and Real Estate Financing**

Students in this specialization are exposed to technological developments in the financial world. They become familiar with the domestic and international capital markets, financial products and services, innovative financing methods, the active financial institutions and the securities they trade, financing tools, and the calculations needed to make short- and long-term financial decisions. Graduates have the skills to deal with various areas of financial management in private business corporations or public institutions, including verifying the feasibility of investments, money management, raising capital in Israel and internationally, financial risk management, and real estate financing. The topics studied in this specialization allow graduates to be integrated into diverse economic roles in capital market and financial management.

### **Specializing in Organizational Consulting**

Students in this specialization develop personal leadership and high management skills to motivate people, develop teams and manage changes, this as part of being managers of organizational units dealing with change processes and crisis management at the levels of the organization, the department and the team or being organizational consultants in the field. In order for managers to place their trust in organizational consultants and allow them to intervene in the course of their organizations, organizational consultants are required to learn and develop a deep understanding of the business world. The graduates in this specialization know and apply personal counseling, team development and intervention methods in the global strategic management of changes and crises and in addition acquire complementary business knowledge as part of the studies in the MBA in areas such as finance, marketing, strategic thinking and decision-making. As part of the internship, the students perform a practicum - an applied final project in the industry.



## **Specialization in Technologies and Digital Business**

Graduates of this specialization are well equipped to deal with the challenges of the digital environment. They are exposed to models, concepts, and methodologies for leading the organization in its digital journey. The qualified graduate knows how to analyze an organization, use tools and technologies to understand the digital needs of the organization, determine the digital maturity of an organization, build a strategic plan that will transform it into a digitally oriented organization ,and create a road map for carrying out digital projects. The graduates are in a good starting position to integrate into digital teams in any organization, which are engaged in the promotion and integration of digital technologies in improving the customer experience, improving business processes and developing innovative business models