

## University of Haifa – International MBA Program

### East is the new West

#### 1. A unique International MBA in Israel

University of Haifa's International MBA (IMBA) is designed to fit an age of globalization, constant disruptive changes and the steadily growing importance of East Asia in the global business world.

This English speaking IMBA program aims at providing you with the core knowledge, competencies and skills that will make of you a global manager capable of rapidly evolving within the increasingly dynamic, complex and competitive international business environment.

The basic core courses are designed to study all the MBA disciplines with a clear prominence to the global and international aspects of each respective topic. On top of this global vision, the program offers a strong regional emphasis on doing business in and with East Asian countries such as China, India, Japan and Korea. Haifa IMBA has two strategic University partners in Asia: ECNU in Shanghai and IMT in India. Both are leading business schools. Each regional specialization includes:

- A Joint Seminar with MBA students in China and/or in India, working together on projects and partnerships commissioned by companies in both countries.
- A Study Trip in China or India that will get you in direct contact with peers and managers in these countries and allow you to exchange with them as well as discover their own country and experience their approach to management.

Faculty members belong to Haifa University Management Faculty and to reputed MBA Programs in the USA, Europe and Asia. Many are also experienced practitioners in Business and Management.

#### 2. Logistics

Duration of Program: 16 months (November 2016 through March 2018) in 7 consecutive periods of 9 weeks.

Courses: Two days every week: Thursday afternoons/evenings; Friday Mornings

Who should apply?

Actively working persons who have

- 1) An academic degree, in any discipline, from a recognized high education academic institution.
- 2) At least 3 full years of work experience, preferably in managerial posts.
- 3) Very good mastery of the English language, written and spoken.
- 4) Completion of GMAT/GRE/Internal exam with a minimum grade to be determined periodically.

Qualified candidates will be invited for an interview.

Inquiries by phone: Orly Danenberg at 04-828 8732, by e mail to:

odanenber@univ.haifa.ac.il

<http://management.haifa.ac.il>

### 3. Curriculum\*

CORE	INTERNATIONAL AND SPECIALIZATIONS
Introduction to Behavioral Sciences	<u><i>A. All students, regardless of specialization</i></u>
Organizational Behavior	International Marketing
Human Resources Management	Geopolitics for Business
Marketing Management	International Strategy Business Game
Managerial Economics	Global Entrepreneurship
Corporate and International Finance	Culture, Economy and Business development in China
Financial and Managerial Accounting	Culture, Economy and Business development in Japan and Korea (JK1)
Financial Statements analysis	Culture, Economy and Business development in India
Management of Information Systems	<u><i>B.1. Specialization China</i></u>
Big Data, Social Media, Information and E-Business	1. Special Issues in Business in China
Business Strategy	2. Joint Seminar with ECNU
International Business Negotiations	3. Shanghai Study Trip
Ethics West and East	<u><i>B.2. specialization India</i></u>
Project Management	1. Joint Seminar with IMT
	2. India Study Trip

\*Subject to change