

SCHOOL OF
**Management and
Economics**

WHERE LEADERS LEARN
TO MAKE AN IMPACT



THE ACADEMIC COLLEGE
of TEL AVIV-YAFFO
MAKE AN IMPACT
2024



BUSINESS FOR A BETTER SOCIETY

The School of Management and Economics prepares students for leadership roles in both the private and public sectors. Our curriculum emphasizes experiential learning, allowing students to build a strong theoretical foundation and apply it practically in the fields of applied economics and management. The school boasts a renowned faculty with expertise in research, entrepreneurship, and innovation across various industries. Our alumni hold key leadership positions in groundbreaking startups, international corporations, government agencies, and prominent NGOs, with many achieving success in their own entrepreneurial ventures.



OUR DEGREES

Our degrees equip students with the knowledge and skills necessary to stand out in a rapidly evolving global job market. We emphasize research and collaboration between the academic, private, and public sectors, promoting sustainability and social responsibility within the Israeli economy and beyond. Specializations allow students to pursue their interests and graduate with the practical experience needed to make an impact on their first day on the job. Today, 400 students are enrolled across all our degree programs.

B.A IN ECONOMICS AND MANAGEMENT

This three-year track focuses on building solid foundations for successful careers in the multidisciplinary world of economics and management. Throughout their studies, students learn advanced theoretical concepts and apply their knowledge in Israeli and global economic contexts. Exceptional third-year students can intern at various businesses and public sector organizations, acquiring invaluable practical experience that often leads to employment offers upon graduation. Students can specialize in **Applied Data Science, Marketing, Entrepreneurship, and Capital Markets**. **Outstanding students can earn their B.A. and M.B.A in a four-year (3+1) program.**

MASTER'S IN BUSINESS ADMINISTRATION (MBA)

The two-year M.B.A. program prepares the next generation of business leaders to face tomorrow's complex challenges. Students benefit from innovative courses taught by leading faculty, one-on-one mentoring with leading figures in the Israeli economic arena, and opportunities to study abroad at leading international institutions. Students can specialize in **Finance, Marketing, Strategy, Entrepreneurship and Innovation**, or Israel's first **Impact Management** specialization.

MASTER'S IN CONSULTING AND ORGANIZATIONAL DEVELOPMENT

This two-year degree program prepares consultants to guide private and public organizations through the multidisciplinary challenges posed by the modern world. Over their course of study, students define their identity as consultants—critical to establishing themselves as professionals—and systematically acquire the theoretical knowledge and practical skills needed to serve a variety of firms and organizations effectively.

ALUMNI IMPACT



Tav Assaf earned her BA in Economics and Management, and her MBA from the School of Management and Economics as part of the combined, four-year program for outstanding students. She began her career as an undergraduate, supporting the operations department at Get Fabric, a start-up that offers robotic logistics solutions for global retailers. Upon completing her master's degree, Tav was promoted to project manager, where she now spearheads cross-organizational projects, collaborating with development, product management, data, and finance teams. Tav excels in data analysis, driving departmental efficiency, and implementing new processes that benefit the company.



Completing both my Bachelor's and Master's in four years, along with the practical experience and internships offered by the college, gave me the confidence and skills to excel in my career. The innovative environment and professional lecturers equipped me with tools for independent learning, leading to a promotion to a meaningful, full-time position.



STUDENT LIFE



Student Investors Club: Members meet regularly for guest lectures from market experts, investment workshops, tours of various financial institutions, and friendly investment competitions.



Practical Final Projects: Students apply theoretical knowledge to solve real-world scenarios for their final academic projects, fostering deeper understanding and skill development. This approach enhances critical thinking and problem-solving skills, preparing students for professional challenges.



Directors Course: Participants meet regularly to explore issues and trends facing modern businesses.

OUR LEADERSHIP



Professor Vered Holzmann is the Dean of the School of Management and Economics. She holds a B.A. in Humanities and an M.B.A. and Ph.D. in Management. She was a postdoc at the University of San Diego, California, and a visiting professor at the Università Cattolica del Sacro Cuore in Milan, Italy. Professor Holzmann previously served as the Director of Research, Development, and Innovation at The Academic College of Tel Aviv-Yaffo, and she coordinated several international projects, including Erasmus+ CBHE projects IN2IT, and IFI. As Dean, her vision is to elevate the school's reputation as a hub of academic excellence in teaching, research, and social and environmental responsibility. She aims to strengthen ties with leading industry and community organizations, enhance collaborations with international institutions, and foster a supportive, challenging academic environment that sparks curiosity and encourages critical thinking, empowering students to become tomorrow's leaders.



Our mission is to promote and empower thought leadership that will positively impact society. We will achieve this through innovative teaching and learning, advanced research, increased partnerships, and by engaging our students in excellent business initiatives and social transformations



SDGs WE SUPPORT

We pride ourselves on being Israel's Impact College. We are committed to making the Academic College of Tel Aviv-Yaffo a model of sustainable academia for the State of Israel. The following are the SDGs that our Management and Economics degrees and programs support and promote:



GIVING OPPORTUNITIES



**MERIT-BASED
SCHOLARSHIPS**



**NEED-BASED
SCHOLARSHIPS**



**RESEARCH
GRANTS**



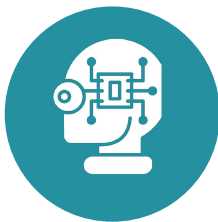
**ANNUAL
CONFERENCES
ON APPLIED
ECONOMICS AND
MANAGEMENT**



**STUDENT
INVESTORS CLUB**



**INTERNATIONAL
EXCHANGE
PROGRAMS**



**RISE IMPACT
RESEARCH
CENTER**

For further information about our initiatives or pathways to your personal support of the Academic College of Tel Aviv-Yaffo please contact
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