



Curriculum

Dual Study Business Administration (DSBA)

12 June 2017

1 Structure and Contents

The B.Sc. degree in Dual Study Business Administration (DSBA) is awarded upon completing with 140 credit hours according to the following requirements:

Table 1: Course Structure of Dual Study International Business & Finance (DSBA)

No.	Course Type	Credits	Total Credits	
1.	Program Required Courses	70		
2.	Program Elective Courses	6		
3.	Dual Study Required Courses	18		
4.	University Required Courses	6		
	Credits Courses		100	
5.	Practice & Graduation Project	40		
	Credits Practice/Graduation		40	
	Total Credits		140	



2 Program Required Courses

DSBA students must complete all courses listed in Table 2:

Table 2: Program Required Courses:

Course Number	Course Name	Credit Hours
1830101	Principles of Management I	3
1830102	Principles of Management II	3
1830120	Business Computer Skills	2
1830130	General Mathematics	3
1830240	Microeconomics	3
1830241	Macroeconomics	3
1830131	Statistics	3
1830150	Accounting I	3
1830151	Accounting II	3
1830251	Principles of Marketing	2
1830270	Finance & Investment I	2
1830401	Sales Management	2
1830301	Production & Operations Management	2
1830402	Civil & Business Law	2
1830302	Human Resources Management	2
1830303	Business Research Methods	2
1830253	Cost Accounting	2
1830304	Business Simulation	2
1830405	Project Management	2
1831301	International Business I	2
1831302	International Business II	2
1831401	International Finance	2
1831402	International Supply Chain Management	2
1831403	Cross Cultural Management	2
1831404	International Marketing	2
1832301	Finance & Investment II	2
1832406	Banking Business	2
1832407	Company & Business Valuation	2
1832304	Credit Management	2
1832401	Banking Business Ethics	2
1832402	Financial Risk Management	2
	Total Credits	70

3 Program Elective Courses

DSBA students must successfully complete three elective courses with a total amount of 6 credits. Following courses are available:

Table 3: Program Elective Courses:

Course Number	Course Name	Credit Hours
1831303	Strategic Management	2
1831304	Public Relations	2
1831305	E-Commerce	2
1831306	Consumer Behavior	2
1831406	Total Quality Management	2
1831407	Financial Markets & Financial Institutions	2
1832407	International Economic Relations	2
1831307	Applied Topics in International Business	2
1832308	Applied Topics in Finance	2
Total credits of 3 selected courses (each 2 credits)		6

4 University Required Courses

In order to meet the university requirements all DSBA students have to attend the university's requirement courses of the following Table 4:

Table 4: University Required Courses

Course Number	Course Name	Total Credits
1800102	Jerusalem through History	2
1800101	Nature and Environment of Palestine	2
1800103	Language and Logic	2
Total Credits		6

5 Dual Study Required Courses

DSBA students must complete all courses listed in Table 5:

Table 5: Dual Study Required Courses

Course Number	Course Name	Credit Hours
1800002	English Language I	2
1800003	English Language II	2
1800004	Upper-Intermediate English	2
1800010	Advanced English	2
1800005	German I	2
1800006	German II	2

1830305	*Hebrew Language I	2
1830306	*Hebrew Language II	2
1800012	Entrepreneurship I	2
1800013	Entrepreneurship II	2
1800101	Communications Skills	2
Total Credits		18

***Students can choose German Language courses or Hebrew Courses**

6 Practical Phases

The practical phases are awarded with credits shown in Table 6. Each practical phase lasts three months.

Table 6: Practical Phases of each 3 months in a Dual Study partner company

Course Number	Practice Phases	Semester	Year	Credit Hours
1830190	Practice Phase I	1	1	5
1830191	Practice Phase II	2		5
1830290	Practice Phase III	3	2	5
1830291	Practice Phase IV	4		5
1830390	Practice Phase V	5	3	5
1830391	Practice Phase VI	6		5
1830490	Practice Phase VII (Study Project)	7	4	5
1830491	Practice Phase VIII (Bachelor Thesis)	8		5
Total Credits				40

7 Execution Plan and Course Distribution

DSBA combines academic learning with the direct application and expansion of knowledge in professional practice. A Dual Study student will spend half of his study time in a training company and the other half at the university. The DSBA B.Sc. degree program lasts four years. The year is divided in two semesters of 24 weeks and 4 weeks leave:

- 2 Semester per year, each 24 weeks
- each semester (24 weeks) consists of 12 weeks theory and 12 weeks practice (4 quarters)
- 4 weeks leave (only taken in practice periods)

DSBA students will generally change every 3 months between the two places of learning. However, the two partners can arrange within one academic year the periods also in different ways. Therefore, it may be an advantage if the last two theoretical phases follow each other very soon and only with a short break. The two practice phases of 4th year are then at the end of the study

time and allow then enough time for the graduation project and a smooth transition into the professional career.

8 Course Distribution DS Business Administration (DSBA)

Table 7: Course Distribution DSBA

Year 1		
Course Number	Course Name	Credit Hours
1st Semester		
1830101	Principles of Management I	3
1800002	English Language I	2
1830150	Accounting I	3
1800101	Communication Skills	2
1830120	Business Computer Skills	2
Total		12
2nd Semester		
1830102	Principles of Management II	3
1800003	English Language II	2
1830151	Accounting II	3
1800102	University Requirement Course I	2
1830130	General Mathematics	3
Total		13

Year 2		
Course Number	Course Name	Credit Hours
3rd Semester		
1800004	Upper-Intermediate English	2
1830131	Statistics	3
1830240	Microeconomics	3
1830251	Principles of Marketing	2
1800005	German Language I	2
Total		12
4th Semester		
1800010	Advanced English	2
1830270	Finance & Investment I	2



1830253	Cost Accounting	2
1830241	Macroeconomics	3

Year 3		
Course Number	Course Name	Credit Hours
5th Semester		
1800012	Entrepreneurship I	2
1832301	Corporate Finance & Investment II	2
1830302	Human Resources Management	2
1830401	Sales Management	2
1831301	International Business I	2
#####	Elective I	2
Total		12
6th Semester		
1830301	Production & Operations Management	2
1831302	International Business II	2
1800013	Entrepreneurship II	2
1830402	Civil & Business Law	2
1830405	Project Management	2
1832406	Banking Business	2
Total		12
1800006	German Language II	2
Total		11

Year 4		
Course Number	Course Name	Credit Hours
7th Semester		
1831401	International Finance	2
1831402	International Supply Chain Management	2
1830304	Business Simulation	2
#####	Elective II	2
1832401	Banking Business Ethics	2
1830303	Business Research Methods	2
1800101	University Requirement Course II	2
Total		14
8th Semester		
1831403	Cross Cultural Management	2
1831404	International Marketing	2
1832407	Company & Business Valuation	2



1832402	Financial Risk Management	2
#####	Elective III	2
1832304	Credit Management	2
1800103	University Requirement Course III	2
	Total	14
	Grand Total University Credit Hours	100