



# DRIVE THE VENTURE CALLED "YOU"

## 1-Year MBA focused on entrepreneurship and innovation at Tel Aviv University

Whether you want to found your own venture, dive into Tel Aviv's start-up culture, or lead innovative processes in a multinational corporation, the Sofaer International MBA provides you the tools, practical experience, network, and multifaceted career support to drive the venture called "you."



Tel Aviv University  
School of Management

Sofaer International MBA

RACHEL (USA) | CLASS OF 2014  
COMPANY INNOVATOR: MICROSOFT

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**"I WAS ABLE TO PIVOT FROM NON-PROFIT, TO CONSULTING, TO ENTREPRENEURSHIP - A FEAT NOT POSSIBLE WITHOUT THE SUPPORT OF THE PROGRAM."**

**JUDE (ENGLAND) | CLASS OF 2015  
STARTUP BUILDER: SIRIN MOBILE TECHNOLOGIES (INTERN)**



## PROGRAM OUTLINE

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### LEARN • COURSES

The Sofaer International MBA is designed for students with professional ambitions ranging from founding ventures, building startups to leading innovative processes in multinational companies.

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The program's curriculum combines a foundational core with a wide variety of advanced courses focused on entrepreneurship and innovation. Courses are taught by Tel Aviv University School of Management faculty, visiting professors, and industry experts.

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### EXPLORE • CONNECTING WITH INDUSTRY

An MBA is a time to explore new territory and strive for new opportunities. Most IMBA students are 'career switchers,' meaning they are seeking new professional paths post-graduation. Thus, throughout the year students are provided with an array of tailored opportunities to familiarize themselves with professional functions or industries of interest and arm themselves with the tools, knowhow, and network to drive their job search or venture forward.

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Examples include:

#### **THE CAREER MANAGEMENT CENTER (CMC)**

Israel's only MBA Career Management Center offers IMBA students tailored workshops, individual coaching sessions, internship support, job fairs and more.

#### **THE STUDIO FOR ENTREPRENEURS**

A group-orientated process that guides entrepreneurial-oriented students to locate their true passion and overcome barriers that inhibit its pursuit.

#### **MASTER CLASSES WITH INDUSTRY LEADERS**

Comprised of one-off sessions, our Master Class series provides cutting-edge practical content taught by industry experts in a condensed format.

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### PROTOTYPE • YOU IN ACTION

The Sofaer IMBA enables students to prototype their own entrepreneurial and professional skills. By Module 3, courses are generally held between 15:45 and 21:30 during the week and on Friday mornings, providing time for:

#### **DELTA PRE-ACCELERATOR FOR VENTURE FOUNDERS & STARTUP BUILDERS**

The first of its kind in Israel, Delta allows students to prototype their, or other students' start-up ideas over 8 intensive weeks.

#### **CONSULTING PROJECTS FOR COMPANY INNOVATORS**

Small groups of students are paired with companies for consulting projects aimed at finding solutions to strategic company challenges.

#### **INTERNSHIPS FOR ALL**

From small startups to large corporates, IMBA students have an array of internship opportunities available to them, ranging from cutting-edge startups to multinationals like Google and Nice Systems.

# PROGRAM SCHEDULE

\*schedule subject to change

<b>PRE-REQUISITES</b> PRE-PROGRAM	Math & Calculus Finance Foundational Statistics	Pre-requisite courses enable students to prepare for their year ahead. Applicants should reference website for dates and details.
<b>MODULE 1</b> OCTOBER & NOVEMBER	<b>Foundation A (Required):</b> Microeconomics - Part A Statistics for Business Management Introduction to Marketing - Part A Introduction to Finance - Part A Management of Technology & Innovation	Courses generally held 4 to 5 days a week (Monday through Friday) between 8:00-18:00.
<b>MODULE 2</b> DECEMBER & JANUARY	<b>Foundation B (Required):</b> Microeconomics - Part B Introduction to Marketing - Part B Introduction to Finance - Part B Organizational Behavior - Part A Financial Accounting  <b>Electives:</b> Entrepreneurship in Health Care Management Lessons Learned from Israeli Innovation - a joint course with the Wharton School of Management	Courses generally held 4 to 5 days a week (Monday through Friday) between 8:00-18:00.
<b>MODULE 3</b> MARCH & APRIL	<b>Foundation C (Required):</b> Organizational Behavior - Part B Principles of Strategy Tech Ventures - From Idea to Execution Project Management  <b>Electives:</b> Projects for Company Innovators - Part A Consumer Insight The Systematic Approach to Creativity Leadership New Business Models in the Cyber World Hi-Tech Acquisitions Case Studies in Strategy Digital Apps - From Idea to Execution	Most courses held during the week between 15:45 to 21:30 and Friday mornings, providing time for internships, Projects for Company Innovators, and networking.  *Internship Program begins
<b>MODULE 4</b> MAY & JUNE	<b>Foundation D (Required):</b> Management of Information Systems Introduction to Value Creation Business Ethics  <b>Electives:</b> Delta Pre-Accelerator Projects for Company Innovators -Part B New Product Development Change Management International Strategic Management Legal Aspects of Hi-Tech Companies Pricing Policy Doing Business in Emerging Markets	Most courses held during the week between 15:45 to 21:30 and Friday mornings, providing time for internships, Projects for Company Innovators, Delta, and networking.
<b>MODULE 5</b> JULY & AUGUST	<b>Electives:</b> The Entrepreneurial Process Managing Negotiations Effective People Management Master Classes with Industry Leaders	Summer courses are often condensed into 2 to 3 weeks, and held during the day in order to accommodate visiting professors.
<b>EXCHANGE MODULE</b> SEPTEMBER TO DECEMBER	IMBA students have the option to study abroad at one of our 90+ partner schools around the world. Typically exchange modules run September to December, however, shorter exchange options (10 to 20 days) are available as well and can start as early as Module 4.	

**"THE IMBA INSPIRED ME TO PURSUE MY PASSION AND LAUNCH MY VENTURE."**

**DAVID (FRANCE) | CLASS OF 2014  
VENTURE FOUNDER: APIL**



## DRIVING THE VENTURE CALLED "YOU"

### FOR THE JOB SEEKERS AND CAREER SWITCHERS:

From summer through graduation, IMBA students seeking new employment opportunities are oriented to the job market, guided through the development of their own job-search plan, connected to internships, jobs and professional contacts, coached on key soft-skills such as networking, communication, interviewing and negotiation, and - upon receiving offers - supported through their job selection decision-making process.

### FOR THE VENTURE FOUNDERS:

From the program's Delta Pre-Accelerator to 1-on-1 guidance and mentoring via our career team and program mentors, IMBA 'startup' students will find themselves coached and supported through the various stages of their venture.

## WHO STUDIES IN THE IMBA?

Most IMBA students begin their MBA studies after 4 years of work experience. The majority speak more than one language and have lived and/or worked in more than one country by the time of application. Additionally, the program traditionally has close to a 50/50 ratio between women and men in each class. The average class size is 44 students from 15 countries.

### APPLICATION REQUIREMENTS

- GMAT or GRE \*exemptions awarded in accordance to School of Management policy
- Undergraduate degree from an accredited university recognized by Tel Aviv University
- A minimum of 2 years of work experience

### CLASS OF 2015 PROFILE

- Number of countries: 13
- 82% seeking new professional paths post-graduation
- 56% contemplating starting own business
- Average years of work experience: 4
- Average age: 27

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business school in Israel