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## Key-West University

### IBEC – Israel Business Education College

#### MASTER of BUSINESS ADMINISTRATION

1-year online program

#### Program Syllabus – General MBA

<b>Fall Semester</b>		
Fundamentals of Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Marketing Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Employee Recruitment and Selection Methods	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Data Management and Governance	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
<b>Spring Semester</b>		
International Economics and Global Trade	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Entrepreneurship and Business Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Employee Performance Management and Development Strategies	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Statistics for Business	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים



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<b>Summer Semester</b>		
Project management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Human Resource Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Enterprise Risk Management	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Data Reporting and Visualization	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Capstone Project		

\* הקורס מועבר באנגלית (למידה עצמית) וניתן להצטרף לתרגולים מקוונים בעברית  
יתכנו שינויים בשעות וימי ההרצאות והתרגולים.

## Program Syllabus – MBA with Data Analytics Concentration

<b>Fall Semester</b>		
Fundamentals of Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Marketing Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Data Mining for Business	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Data Management and Governance	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
<b>Spring Semester</b>		
International Economics and Global Trade	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Entrepreneurship and Business Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Spreadsheet Modelling and Simulation	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Statistics for Business	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים



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<b>Summer Semester</b>		
Project management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Human Resource Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Enterprise Risk Management	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Data Reporting and Visualization	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Capstone Project		

## Program Syllabus – MBA with Human Resources Management Concentration

<b>Fall Semester</b>		
Fundamentals of Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Marketing Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Employee Recruitment and Selection Methods	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Compensation, Reward and Recognition Systems	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
<b>Spring Semester</b>		
International Economics and Global Trade	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Entrepreneurship and Business Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Employee Performance Management and Development Strategies	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Statistics for Business	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים



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Summer Semester		
Project management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Human Resource Management	Hebrew	יום ג' 18:30-20:00 אחת לשבועיים
Enterprise Risk Management	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
HR Systems and Workforce Analytics	English/Hebrew*	יום ה' 18:30-20:00 אחת לשבועיים
Capstone Project		

## Fundamentals of Management

This comprehensive course focuses on providing advanced knowledge and understanding of management, leadership, motivation, and strategic issues within the contemporary administrative environment. It offers a framework for learning and addresses essential topics that are crucial for effective management and administration. By blending theory with practical applications, the course equips students with the skills to make strong management decisions. It is designed to cater to individuals aiming to enhance their managerial capabilities, advance in their careers, and pursue further studies. The course specifically aims to develop competent, trained, professional, and modern managers who possess the necessary skills in planning, organizing, directing, motivating, coordinating, and controlling activities to achieve desired objectives efficiently. With a strong emphasis on people skills, the course provides guidance on managing teams, departments, and organizations, while cultivating positive leadership. Mastery of the course content serves as a solid foundation for specialization in specific management fields.

## Marketing Strategy and Management



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The course provides a comprehensive exploration of the fundamental principles and practices essential for designing and executing effective marketing strategies in today's dynamic business environment. Students will delve into the strategic aspects of marketing, gaining insights into market analysis, consumer behavior, competitive positioning, and market segmentation. The course equips individuals with the knowledge and skills to develop impactful marketing plans, incorporating key elements such as product development, pricing strategies, distribution channels, and integrated marketing communications. Additionally, students will examine the role of digital marketing and explore innovative approaches to reach and engage target audiences in the digital landscape. The course also emphasizes the importance of effectively managing marketing resources and teams, including topics such as marketing analytics, budgeting, and team leadership.

## **Employee Recruitment and Selection Methods**

This course provides students with an understanding of recruitment and selection methods in a variety of organizational settings. Throughout the course, students will explore methods for designing effective recruitment strategies, and successfully performing recruitment activities. Additionally, students will become familiar with technologies used to facilitate the recruitment process, and common metrics used to measure the performance of the recruitment function within the firm. By the end of the course, students should be able to demonstrate an understanding of the concept of the candidate-job match; analyze potential assessment methods for open positions and recommend optimal recruitment methods; evaluate job applicants' assessment data, select the best-qualified applicant, justify that decision; and produce reports that contain key recruitment metrics.

## **Data Management and Governance**



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This subject covers data security and governance as a quality control discipline for assessing, managing, using, improving, monitoring, maintaining, and protecting organizational information. Students will learn about concepts such as data security and access, data protection, data policies, business process management, and risk management surrounding the handling of data in an organization. By the end of the course, students should demonstrate their ability to design a corporate data governance program, create best practice policies and procedures to effectively manage and protect organizational data, and identify and mitigate risks associated with the storage, processing and transfer of corporate data.

## **International Economics and Global Trade**

The course provides a comprehensive understanding of the principles, theories, and dynamics underlying international economics and global trade. Students will explore the interconnectedness of economies and the factors that shape global markets, including trade policies, exchange rates, and international financial systems. The course delves into the fundamentals of comparative advantage, trade theories, and the implications of globalization on various stakeholders. The students will examine the impact of trade barriers, such as tariffs and quotas, as well as the role of international organizations, such as the World Trade Organization (WTO), in shaping global trade policies. The course also addresses the complexities of international finance, including foreign exchange markets, balance of payments, and exchange rate determination.

## **Entrepreneurship and Business Management**



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This course covers all aspects of business, equipping students with the skills and knowledge necessary to ensure efficient managerial and administrative operations in the modern industrial and commercial business world. The course guides individuals on translating business ideas into practical implementation, fostering business development, and effectively managing and organizing operations. Starting with foundational principles, the program elucidates the process of transforming business concepts into tangible reality. Designed for existing, new, and aspiring managers, this program provides essential training to successfully operate businesses and lays the foundation for a thriving career in business, management, or administration. It is indispensable for individuals seeking managerial or administrative positions and for those currently running businesses or holding management roles.

### **Employee Performance Management and Development Strategies**

This course is intended to provide students with an understanding of the major theories and practices associated with strategically managing workforce performance and fostering learning and development in the organization. Throughout this course, students will explore topics related to managing by objectives (MBO), cascading and aligning strategic goals to team and individual objectives, and methods and common practices of evaluating employee job performance. Additionally, students will consider learning and development theories and frameworks, with an emphasis on developing new skills and competencies amongst adult learners. By the end of the course, students should be able to describe and critically evaluate various performance management and appraisal systems and determine which system would be most appropriate to use in a particular business environment. Students should also be able to conduct an organizational learning needs analysis and identify appropriate related training and development options for the workforce.



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### **Statistics for Business**

In this course, students will explore the value of statistics in managerial decision making. Throughout the course, students will learn how to analyze business problems from a statistical perspective and select/apply appropriate statistical tools to identify potential resolutions to such problems. Topics include descriptive statistics, random variables and probability distributions, hypothesis testing, statistical sampling, statistical quality control, and regression analysis. By the end of the course, students should be able to identify the appropriate statistical analysis for a given managerial question, analyze data using a variety of statistical methods, and translate statistical results into substantive managerial recommendations.

### **Project Management**

The course offers practical and engaging training on successfully leading and managing diverse projects while ensuring the efficient and professional achievement of project goals and deliverables. Students will gain the necessary skills and knowledge to navigate each phase of the project life-cycle, from conception to project closure. The course equips modern project leaders and managers with the expertise needed to effectively initiate, plan, implement, organize, and control projects. It also covers essential aspects such as team formation, training, supervision, and maintaining positive team member relationships. The students will develop critical project leadership and management competencies, including effective communication, problem-solving, risk management, and stakeholder engagement.





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### **Human Resource Management**

This course offers an in-depth exploration of the roles, activities, and responsibilities within human resource and personnel management functions. Students will gain a thorough understanding of the various areas encompassed by HR/personnel management, along with essential training to effectively carry out crucial duties. The significance of skilled and trained HR/personnel managers, employees, and departments cannot be overstated, as they play a pivotal role in positively influencing enterprise operations, mitigating workforce underperformance, minimizing industrial action, and fostering a harmonious work environment. The course provides practical insights and techniques to proficiently manage subordinates as individuals and cohesive teams, driving them towards achieving organizational objectives. Moreover, students will acquire expertise in employee and organizational development, empowering them to oversee the training and growth of personnel, thereby contributing to the organization's overall success, effectiveness, and profitability.

### **Enterprise Risk Management**

The aim of this course is to introduce students to Enterprise Risk Management (ERM) frameworks. Such frameworks can assist in identifying and managing the full spectrum of risks that organizations confront in a global business environment, thereby improving uncertainty planning and achieving better performance results. Key topics include defining, identifying and evaluating operational risks in the organization; data issues related to risk management; approaches to measuring and prioritizing operational risks; and creating a culture of shared responsibility for risk management in the organization. By the end of the course, students should be able to define, identify and evaluate operational risks in an organization; understand how to implement ERM



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in a business – including creating a risk management governance structure and embedding ERM into the organizational culture, and assess gaps between identified potential risks and actual risks.

### **Data Reporting and Visualization**

This course is designed to provide students with the foundations necessary for understanding and extending their knowledge and skills related to data visualization in a business context. Throughout the course, students will explore how to formulate stories about business data by using visualization techniques. Additionally, students will learn best practice design principles for creating effective data visualizations and analyze and draw insights from data that generate managerial action. By the end of the course, students should understand how to read and interpret analytics represented in visual format in business and scholarly literature. Students should also be able to apply techniques taught in the course to create executive dashboards that visually measure key business performance indicators and monitor the status of projects that generate competitive advantage for the firm.

### **Data Mining for Business**

The aim of this course is to provide students with an appreciation of the uses of data mining software in solving business decision problems. Students will gain knowledge of the theoretical background to several of the commonly used data mining techniques and will learn about the application of data mining as well as acquire practical skills in the use of data mining algorithms. Key topics include data visualization and pre-processing, data mining techniques, creating data models and identifying patterns, classification trees and data clustering. By the end of the course, students should demonstrate an understanding of the practical uses and limitations of business



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intelligence and data mining, in addition to privacy and ethical considerations related to the practice. Additionally, students should be able to effectively apply data mining techniques in a variety of business applications.

### **Spreadsheet Modeling and Simulation**

The aim of this course is for students to gain modeling and analysis skills necessary to address a wide variety of business problems. Topics covered include general modeling and analysis principles, principles and practices of good spreadsheet model design, time series analysis and forecasting optimization, simulation, and decision analysis. By the end of the course, students should demonstrate an understanding of the processes of collection and analysis of data at strategic, functional and analytical levels. Additionally, students should understand how to critically evaluate the benefits of quality data analytics to the firm, and describe the ethical challenges related to data collection and analysis.

### **Compensation, Reward and Recognition Systems**

The aim of this course is to provide students with an understanding of different rewards systems available to employers to attract, motivate and retain qualified employees in a global business environment. The topics include the impact of rewards on attraction, retention and performance management; behavioural elements impacting compensation design; the main components of compensation and employee benefits; formulating reward and compensation strategies; and techniques used to perform job evaluations. Upon completion of the course, students should be able to evaluate the relationship between behavioural motivational theories and compensation design. Additionally, they should be able to describe the impact of business strategy, internal labor force composition and labor market data on compensation strategies and



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policies, design reward and compensation systems with appropriate pay plans, and analyze the content and base pay structure of jobs.

### **HR Systems and Workforce Analytics**

This course introduces students to the strategic purpose of Human Resources Information Systems (HRIS) and reporting analytics in the organization. Throughout the program, students will learn about the managerial, technological and organizational factors driving its adoption, and its relationship to organizational knowledge, learning, decision-making and effectiveness. Additionally, students will learn how companies can apply HR analytics to evaluate the current state of their workforce and optimize their human capital investments. By the end of the course, students demonstrate an understanding of the role of HRIS in Strategic HRM, business process re-engineering, organizational change and development, and HR evaluation. Students should also be able to analyze HR data sets and interpret the results of such analysis to explain existing workforce behavioural patterns and predict potential HR-related issues.

### **Capstone Project**

For the culmination of the program, students complete a capstone project. This project will be an individualized piece of work that includes scholarly research and integrates multiple concepts covered in the MBA program. Students work with one or more faculty members to create the project and present the project to the Capstone Faculty team.