MBA Program specializing in Technology Management - Syllabus Summary	
Course Name	**Syllabus Summary**
AI and Data Management	The course examines how organizations use data, AI, and Generative AI to create business and product value. It provides a structured introduction to the core high-level technical concepts behind data science, machine learning, deep learning, and GenAI, while emphasizing how these foundations enable stronger product decisions, strategy, and execution. The course focuses on applying these concepts across the AI lifecycle, including deployment, costs, KPIs, ethics, and ROI.
Managerial Economics	The course is aimed at enhancing managers' understanding of how markets operate under different competitive settings. The course focuses on fundamental principles of microeconomic and macroeconomic topics most relevant to managers. The topics covered include the consumer demand theory, producer theory, structure of costs, pricing, market structure, market equilibrium, government intervention and international trade. The course also builds the foundations for future MBA courses including accounting, finance, and marketing. Relevant and much related materials can be found on the reference book of the course as well as in other sources. By the end of the course, managers will have better understanding of actual business behavior.
Leadership and International OB	The course adopts an organisational psychology perspective to develop a practical understanding of leadership and human behaviour in international organisations. It provides a framework for analysing how individual behaviour, team dynamics, organisational culture, and systems shape performance in technology-driven contexts, including product development and engineering environments. Through applied theory, global case studies, and experiential assignments, participants strengthen leadership judgement, self-awareness, and their ability to anticipate and manage the human drivers of performance in complex, innovation-led international organisations.

Dynamic Risk Management	Risk is an inherent factor that can affect a company's operations and its ability to achieve its goals. While the term "risk management" is often used in a financial context (e.g., credit risk or market risk), this course focuses specifically on real operational risks. In previous years, this course was structured as a general overview of operational risk management. However, this year, we have updated the curriculum to focus on risk management in technological entrepreneurship, with a specific emphasis on managing innovation risks. Given that most of you have a technological background and hold an interest in learning about technological management, it is appropriate to teach you different methods of risk management for the development of new products, both during the R&D phase and in the practical use of the product or process. It is well known that an innovative product generally works when it is used and performs the function for which it was created. However, ensuring its continuous operation with minimal malfunctions is a significant risk management challenge throughout any development process.
Financial Accounting	This course introduces basic principles of accounting theory and practice while accounting for the actions that directly influence the social, environmental, and economic performance of an organization. Topics covered include accrual basis accounting, the accounting cycle, preparation of financial statements, such as balance sheet (financial position) and income (profit/loss) statement. Other topics include accounting for cash receivables, payroll, inventories, fixed assets, and current liabilities. Moreover, statement of cash flows along with statement of changes in equity will be briefly covered.
Management of Information Systems	This is a traditional MBA course in information systems. It adopts the perspective of general management of a typical company, not specifically a technology company. Using case studies, we explore and practice managerial decisions about information systems, such as which systems to deploy and how to achieve the most benefit from their implementation. The course also explores managerial questions surrounding data, data-driven models, and AI. These assets are not exactly "systems" in the traditional sense, and they pose their own unique set of managerial challenges.
Innovative Vertical	This course provides MBA students with a strategic overview of leading technology verticals, including Digital Health, AI, FinTech, AgriTech, and ClimateTech. Through direct interaction with industry executives and real-world case studies, students analyze market dynamics, innovation drivers, and go-to-market strategies, with a strong emphasis on the development, positioning, and scaling of technology-driven products across industries.

Principles in Information Security	Syllabus: This course equips technology managers with the required essential foundations in information security and cybersecurity. It emphasizes managerial decision-making in risk, governance, controls, and privacy, alongside core security principles and common cyber threats. Through hands-on workshops and applied exercises, students develop practical skills to align security strategies with organizational and technology management goals. The course is blended (synchronous and asynchronous) and graded on a Pass/Fail basis.
Digital Economics	Information is a central driver of business across all sectors. This course examines the interplay among information, technology, and people to explain phenomena such as rapid firm growth, piracy, monopolization in competitive markets, and new forms of intermediation. By mastering concepts such as public and private information products and transparency, students learn to analyze information-based business activity and identify viable business models. A mini-project applies these insights to information innovations in students' workplaces.
Product Management	This course introduces MBA students to the fundamentals of product management through a hands-on team project. Students learn how to identify customer needs, analyze markets and competitors, define product requirements, and develop value propositions and product roadmaps. By the end of the course, participants will have applied key product management tools and frameworks to design and present a new product concept.
Managerial Accounting	This course introduces MBA students to the use of managerial accounting for business decision-making. Topics include cost analysis, break-even analysis, inventory management, and costing methods such as ABC, Process Costing, Job Order Costing, and Standard Costing. Through practical exercises, students learn how to analyze costs, improve profitability, and support operational and strategic decisions.
Marketing Management	In this course, we explore core marketing concepts using classic and contemporary case studies across a variety of global industries including technology, nonprofits, and consumer product categories. Where relevant, we also examine the concept of consumer psychology and examine its past and present usage in marketing and advertising, content marketing, and consumer decision making. Students practice analyzing and solving digital marketing problems in a group project presented at the end of the course.
Financial Management	Financial Management introduces core financial principles that support effective decision-making by managers and entrepreneurs. The course focuses on time value of money, investment appraisal, and financing choices under uncertainty, with particular emphasis on Discounted Cash Flow (DCF) methods. These tools are applied to real-world business settings, including technology-driven firms, where managers evaluate innovation projects, growth opportunities, and financing strategies under conditions of risk, uncertainty, and delayed cash flows.

Founding a Tech Startup for Sustainable Growth	Founding a Tech Startup for Sustainable Growth focuses on building financially sustainable, scalable technology companies. Led by Itay Sagie, the course connects product decisions, business models, pricing, go to market strategies, customer acquisition, and retention to unit economics, fundraising, and long-term growth. Through structured frameworks, hands-on projects, and real-world tech case studies, students learn how disciplined execution and sound financial judgment drive durable growth and successful outcomes in tech companies.
Rapid Prototyping	The course will combine a theoretical understanding of rapid prototyping processes with hands-on experience in a development environment, providing students with the planning process, scientific background, and valuable professional skills. The course will discuss the necessity of prototypes across different development environments, provide students with a basic understanding of innovation and product development processes, and introduce them to modern prototyping technologies. Students will gain an understanding of the various design phases and the conditions under which rapid prototyping is most effective. They will be able to learn through doing and experimenting in prototyping.
Feature Launch Project	This project-based course immerses MBA students in a hands-on simulation of real-world feature development and launch within a digital product environment. Working in small teams, students plan, design, and present a functional product feature, focusing on user needs, UX/UI, integration strategies, and execution. The course emphasizes practical skills essential for building, validating, and launching technology-driven product features.
Business Strategy	This course explores how organizations build and sustain competitive advantage. During the course we will get to know the main dilemmas that must be faced in strategic planning to shape the competitive advantage while examining the various alternatives for leading the organization to improved business performance. The course is essential in the context of technological products, where the pace of innovation is rapid and continuous strategic thinking is required.
Operational Technology	The half-course in Operational Technology equips students with advanced technological principles that will enable them to apply innovative technologies in the traditional industrial world. The course covers: sensors and their applications in IoT systems, simulations and digital twins, and quantum computing applications. The aim of the course is to introduce students — coming from diverse academic backgrounds — to the world of Operational Technology (OT), to stimulate their curiosity, and to prepare them to become technology entrepreneurs.

Visits to Tech Firms	The course aims to connect students' prior professional experience, the knowledge gained throughout the MBA program, and real-world practice. Through visits to diverse technology companies, students will engage directly with managers and learn about their organizations and management approaches. This exposure will help students identify their next career steps and develop as leaders driving innovation in their own unique way.