



Kellogg-Recanati International Executive MBA Program

2016-2018

Kellogg  **Recanati**
EXECUTIVE MBA GLOBAL NETWORK



Kellogg-Recanati

International Executive MBA Program
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EXECUTIVE MBA GLOBAL NETWORK

Messages from the Deans



As the global economy becomes increasingly complex, organizations need leaders who can build bridges across functions, sectors and countries. With our premier Executive MBA global network, Kellogg uniquely prepares executives with the skills and insights they need to meet the demands of this rapidly changing environment. Our distinctive partnerships with the world's leading business schools, including Recanati, give our students a clear advantage: deep knowledge and experience in leadership challenges and practices from around the

world combined with rich, local expertise. Come join Kellogg and Recanati, where we educate, equip and inspire the next generation of transformational leaders.

Sally Blount '92
Dean, Kellogg School of Management
Northwestern University

The Kellogg School of Management at Northwestern University

The Kellogg School of Management, based just outside Chicago, is a premier leader in global business education. Founded in 1908, Kellogg is renowned for pioneering collaborative learning, award-winning accessible faculty, a curriculum that evolves with real-world business practices, and courses that emphasize global and

experiential learning. Kellogg students also have access to best-in-class career management services and a powerful, responsive alumni network that spans the globe. Kellogg's mission is to educate, equip and inspire leaders who build strong organizations and wisely leverage the power of markets to create lasting value.



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It is a pleasure for me to join Dean Sally Blount in introducing the Kellogg-Recanati International Executive MBA Program, a partnership between two leading business schools, one in the USA and the other in Israel.

The Recanati Business School is committed to endowing its students and alumni with the managerial tools that they will need in their future endeavors, to teach the latest and most innovative managerial theories and techniques, to provide the knowledge they will need to serve as leaders in the business and public sectors, to instill them with a sense of ethics and social responsibility,

and to involve them in the community.

As a vibrant and active member of the Kellogg international network, I am confident that the Kellogg-Recanati International Executive MBA Program will continue to maintain its position as a world-class program with a particular attraction emanating from the location of its home base.

We invite you to explore it..

Professor Moshe Zviran
Dean, Faculty of Management
Tel Aviv University

School of Management at Tel Aviv University

Recanati is a leading player in the field of business education. It is where academia meets business. The School brings together professionals and executives at different stages of their careers to acquire academic insight and business knowhow from scholars representing the diversity of management disciplines. Established in 1965, Recanati has, over the years, trained generation after generation of

Israel's professional and business elite, adapting its curriculum to the needs of a global economy in constant change.

Recanati is the only AACSB-accredited business school in Israel. Its first and foremost commitment is to the highest standards of professionalism in research and teaching, offering its students the benefits of a classic business education from up-to-date perspectives.



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The Program

The Kellogg-Recanati International Executive MBA Program

The Kellogg-Recanati International Executive MBA Program (IEMBA) is a **joint program** of the top-rated Kellogg School of Management and the Recanati Business School. The two-year general management program awards a joint MBA (Master of Business Administration) degree from both Northwestern University and Tel Aviv University.

The Kellogg-Recanati Program meets the needs of mid-career executives preparing for senior management in organizations that operate in the international arena, and it enhances the skills and effectiveness of senior executives.

The program's curriculum integrates all managerial functions and disciplines.

The class schedule allows participants to continue working while studying to master a broad range of functional and managerial skills. In addition, this schedule offers students the opportunity to apply their newly acquired skills immediately in their respective workplace.

Teaching at the program is done primarily by selected senior faculty members of the Kellogg and Recanati schools as well as selected Kellogg global network faculty members. They are distinguished faculty members, well known at home and abroad for their research and practical business experience.

Program Structure

The learning modules are structured in one of two formats:

1. **A five-week module** in which classes meet on Thursday afternoons and Friday mornings. Typically, half of the modules are offered in this format, with some courses conducted over two consecutive weeks.
2. **An intensive module** is conducted over a five or six consecutive full days within a single week. Typically eight of the modules, evenly spread through the two years, are offered in this format.

classroom discussions, expand their networks of business contacts and develop personal friendships. The second year of studies starts with two live-in weeks offered by the network partners and conducted at Kellogg.

Live-in weeks have much more to offer than a typical study-abroad program. As students complete courses in Negotiations, Strategy and Crisis Management, they build relationships with peers from all over the world. With many and varied professional backgrounds and national perspectives among them, students have much to teach and learn from one another. Lively classroom discussions spill out into the hallways and continue over dinner.

International live-in weeks: Some of the intensive weeks are offered in a live-in format. They include a residential component that allows participants to engage in further



The Kellogg Executive MBA Global Network

Kellogg-Recanati is one of the Kellogg School of Management's global network of executive MBA programs running concurrently at seven top business schools at different locations around the globe: Chicago, USA; Miami, USA; Vallendar/ Dusseldorf, Germany; Hong Kong, China; Beijing, China; Toronto, Canada and Tel Aviv, Israel.



Global Electives

Executive MBA students are required to complete 2 weeks on-site at the Kellogg School of Management in Evanston/Chicago and an additional 1 week module, consisting of 2 courses, at one of the additional partner schools in Toronto, Hong Kong, Germany, Beijing, Evanston or Miami. Each school offers its own insights into local business, cultural and political circumstances while implementing the common Kellogg philosophy of management education.

Kellogg, Executive MBA Program
Kellogg School of Management
Northwestern University
Chicago, Illinois, ASU

Kellogg-Miami Executive MBA Program
Kellogg School of Management,
Northwestern University
Miami, Florida, USA

**Kellogg-Schulich
Executive MBA Program**
Schulich School of Business
York University
Toronto, Canada

Kellogg-HKUST Executive MBA Program
HKUST Business School
Hong Kong University of Science
and Technology
Hong Kong, China

**Gianghua-Kellogg Executive MBA
Program**
Gianghua School of Management
Peking University
Beijing, China

**Kellogg-WHU Executive MBA
Program**
WHU Otto Beisheim School of
Management
Vallendar / Dusseldorf, Germany

Participants



Ilan Lapidot

CEO
Lapidot Medical
KR17

"Joining Kellogg Recanati is one of the smartest decisions I have made. I was able to implement the knowledge I had gained in the program in my company within the first week. The new relationships with people from various backgrounds was something I could never achieve without the program, I am enjoying it until today. I believe that the Kellogg Recanati program is the most experienced, global and advanced EMBA out of all the available programs in Israel. It is a true connection to the global business environment."





Orit Mendelson Shoham

Executive MBA Program Director

"Being there and supporting people who have decided to invest in themselves and in their growth is a great privilege. It always amazes me to see how a group of people from all over the world representing so many different backgrounds and cultures becomes a unified group, how they bond, communicate and connect with one another. This unique two-year experience creates something that is very special for everybody involved: the Kellogg-Recanati students who grow and expand their horizons, the teachers and the administrative staff."



Aluf Benn

Editor in Chief
Haaretz Daily Newspaper
KR11

"As a veteran political journalist, I did not come from the typical MBA background, and many people asked me "what are you doing here." But two years at KR were an eye-opening experience. Through the program I gained exposure to people from different career paths, learning about their experiences and dilemmas. And the classes were an invaluable preparation for future management roles."

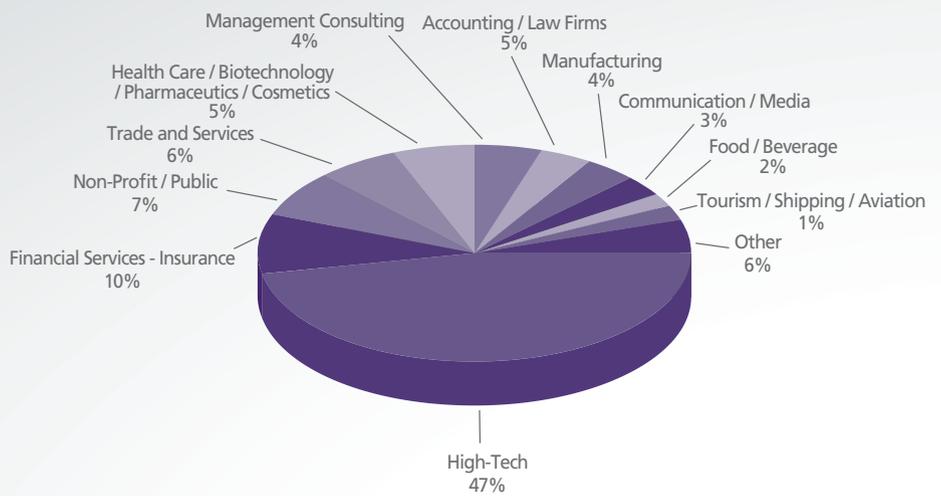
Participants

The program is designed for carefully selected promising mid-career executives with substantial experience in management. The typical class has representatives from firms of various sizes - from leading multinational corporations to small businesses – and from public and non-profit organizations.

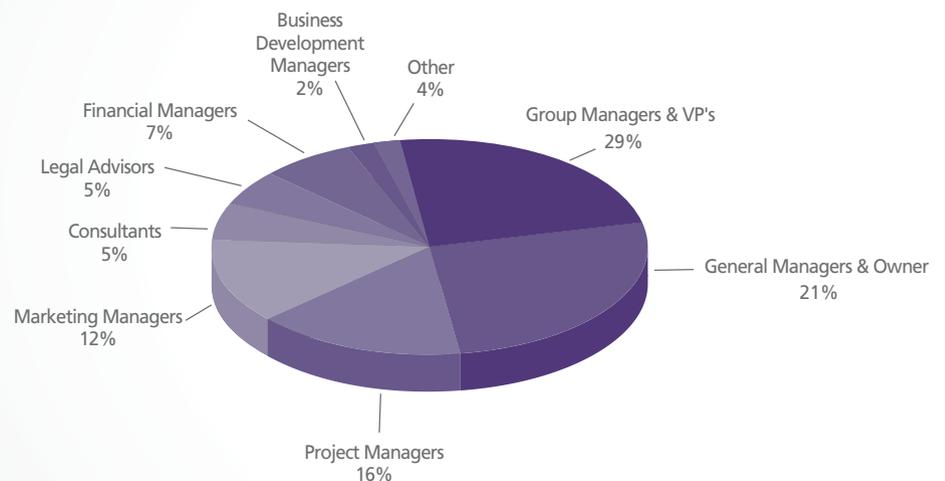
This diversity creates a stimulating learning environment. Over the years, the student body has included participants representing a wide variety of nationalities. A typical class profile includes up to 25% non-Israelis, of which Palestinians are the majority.

Participants are expected to be approved or sponsored by their employing organizations. Unlike traditional MBA students, Executive MBAs work full time while earning their degrees. The benefits of this ambitious schedule are clear: Executive MBAs don't have to wait until graduation to test classroom strategies on the job - they can do it on Sunday morning.

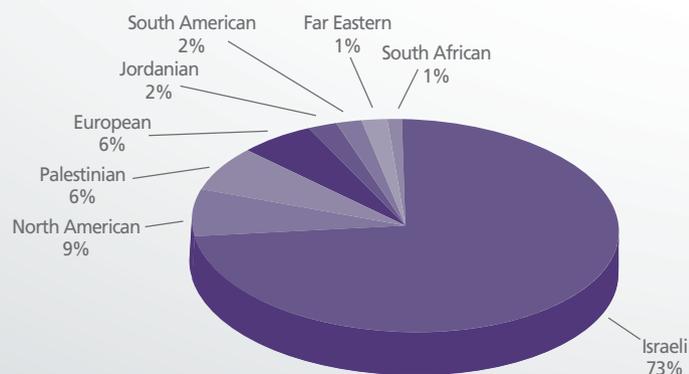
Type of Business



Positions



Nationalities





Sharing Experiences and Insights While Studying

The Kellogg-Recanati program emphasizes teamwork as an essential part of the Executive MBA experience. In general, each class is organized in groups of four to five students who meet to discuss current coursework. Many class projects and case studies are assigned to study groups and require a significant amount of teamwork. Before the second year the groups are being rotated. Study groups are designed to maximize the diversity of skills found among teammates and create opportunities for peer learning. The study group experience is further enhanced during the global elective weeks, when group forms from participants from all the programs at the global network. This is an exceptional opportunity to meet and interact with talented fellow-executives from every corner of the globe, building profound and dynamic personal networks that will last a lifetime.



Participants



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Networking



Avner Stepak

Vice Chairman
Meitav Investment House
KR09

"Joining the Kellogg-Recanati program was one of the most significant decisions I ever made in my life. I gained professional expertise and practical tools that I utilize in my daily business practice. Through this experience I met wonderful people, many of whom I remain in constant business and personal relations. During my study sessions abroad I also met exceptional individuals from around the world who received me with great warmth and hospitality. Kellogg-Recanati is a school for life."



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Ohad Zuckerman

CEO

UniVerve Ltd.

KR01

"Even though I am one of KR01 "dinosaurs", I am still connected with the KR staff at Recanati and involved in new and exciting initiatives.

KR is not just an MBA program. It's a community, which continues to be part of your professional life many years after graduation. You experience the highest standards of leadership and global business and gain enriching friendships for life.

Don't miss it!"



Carmela Avner

VP Global Operations & CIO

Strauss Water

Former Israel Government CIO

KR11

"The great studying experience along two extensive wonderful two years, are very much related to the study groups. The mutual commitment, between the team members, the fruitful discussions, sharing of information and knowledge, support and mainly friendship, made the phrase "one for all and all for one" not a cliché, but a reality that the method and the faculty team created. The very meaningful gift the program gave, beyond the intriguing study material, was the connections and friendship created and sustained over time."

Networking

A Lifelong Partnership with the Kellogg Global Network and Your Peers

Kellogg-Recanati students begin their second year by attending a two-week live-in module on Northwestern University's lakefront campus in suburban Chicago. Participants from all other Kellogg Global Network programs – WHU in Vallendar, Schulich in Toronto and HKUST in Hong Kong, join Kellogg-Recanati students from Tel Aviv, as well as those from the Kellogg Executive MBA programs in Evanston and Miami to make this module rich in international experience, insights and understanding. At the end of the module, not only has a great deal of learning taken place, but participants have immensely expanded their global network.

This networking opportunity is further enhanced throughout the second year of studies when each program invites participants in other programs of the Kellogg Global Network to study with their students. The Kellogg-Recanati program offers one such week where colleagues from other Kellogg programs are invited to study in Tel Aviv.

The Alumni Network

Upon completing the Kellogg-Recanati International Executive MBA Program, graduates join a network of over 58,000 members of the Kellogg Alumni on six continents, 23,000 members of the Recanati Alumni Association, and 800 members of the Kellogg-Recanati Alumni Club. The three organizations provide platforms for social and professional interaction, including alumni directories, alumni e-mail forwarding addresses and an array of meetings and events. There is always an opportunity to make friends and build career or business opportunities with the help of other members of the Kellogg-Recanati alumni family.

The Kellogg-Recanati Alumni Club of the Middle East is one of 80 Kellogg regional alumni clubs located in cities and countries around the world. It is one of the youngest Kellogg Alumni clubs, and it is the only club, around the world, to be distinguished during three consecutive years, by the Kellogg Alumni Advisory Board (KAAB).



KR12 at the International Field Trip in China

Building a Better Tomorrow

Kellogg Executive MBA students and alumni are valuable assets to their communities. On the 1st of April 2005, the Kellogg-Recanati Alumni Club launched its Kellogg-Recanati Cares initiative which includes several projects for the community and an ongoing "Bridge to Business" course at the Bialik-Rogozin school in south Tel Aviv.

Beyond the Classroom

Kellogg and Recanati recognize that the Executive MBA experience transcends the classroom. Luncheon discussions, class breaks, social hours and other activities present informal opportunities for learning about other professions and corporate cultures. Study groups, the speaker series and a host of extra-curricular activities form a portfolio of activities that balance and support the rigorous academic challenge of the classroom.

Life-Long Learning

Education within the Kellogg-Recanati Program doesn't end upon graduation. Alumni are welcome to return and participate in modules with the participants of the current class whenever seats are available after meeting current student needs. Whether wanting to refresh existing skills or discover a "new topic", graduates can enjoy the benefits of an evolving program while expanding professional and personal networks.

The EMBA Seal

Kellogg's and Recanati's Executive MBA Programs are members of the Executive MBA Council of the AACSB, the association that sets the academic standards for the accreditation of MBA programs.



KR15 and their international colleagues at the Hong Kong global elective, December 2011.

Curriculum



Prof. Aharon (Roni) Ofer

Professor of Finance

The Leon Recanati Graduate School of Business Administration

"Part of my job as a teacher in the program is to link the wealth of student experience to the financial concepts and knowledge that I bring to class. With their background and positions, participants are able to relate directly to what they have learned, and in many cases, they put it to work immediately. It is this interaction between knowledge and experience that makes teaching executives so rewarding for me. Learning from multinational experience is what differentiates an International EMBA and what makes the Kellogg-Recanati experience particularly exciting."



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Elite Elkon

Partner
Gornitzky & Co., Advocates and
Notaries
KR08

"Practicing commercial law and banking and financing law means walking the borderline between business and law. The knowledge and insight I gained at Kellogg-Recanati make my journey much easier, both as a practicing attorney and as a partner at Gornitzky & Co. My deeper understanding of my clients' goals and needs results in a more business-oriented approach to my practice. My education in management and marketing allows me to make a significant contribution to advancing the business objectives of my law firm."



Liana Gelikas

COO and Executive Consultant
Peaks Ventures Consulting LTD
KR09

"The Kellogg-Recanati IEMBA program is an excellent program, combining high academic standards, international exposure, a great atmosphere and a platform for creating relationships, business networking and new friends. The program provides the executive manager with relevant and updated professional information, case studies and, perhaps more importantly, tools to assist the manager in better understanding contracts and the legal aspects of running business, making better financial analyses and decisions, building strategies and marketing orientation".

Program Outline

Courses are selected from the list of topics detailed following. While core courses are rarely replaced, elective and advanced course offerings change from year to year.

A Typical Sequence and Schedule of Study 2016-2018

Year One

Orientation Meeting

Workshops:

- Mathematics
- Introduction to Statistics

Intensive Module 1: October

Strategic Management Foundations
Marketing Management

Module 2: November - December

Analytical Approach to Uncertainty
Introduction to Financial Accounting
Financial Reporting Systems

Intensive Module 3: January

Managers and the Legal Environment
Leadership and Organizations

Module 4: January - February

Managerial Statistics
International Business

Module 5: March

Operations Management
Managerial Economics

Module 6: March – May

Managerial Economics
Corporate Finance & Investments (Part I)
The Macro Economics Environment

Module 7: June – July

Marketing Strategy
Financial Information for Management
Planning & Control

Year Two

Intensive Module 8+9

August, Live-in, at Kellogg

Negotiation Strategies
Strategic Crisis Management
Strategic Marketing Decisions
Advanced Operations

Module 10: September - October

Corporate Finance & Investments (Part II)
The Macroeconomic Environment
Optional: Global Elective module in Canada, October

Module 11: November - December

Human Resource Strategies
Profitable Pricing Strategies and Tactics
Optional: Global Elective module in Hong Kong, December

Module 12: January - (International Module)

Venture Capital – What’s all about
Product Management for Technology Companies

Module 13: February

Strategic Financial Management
Optional: Global Elective module in Kellogg Evanston, February

Intensive Module 14: March (International Module)

Intellectual Capital Management
Risk Management
Optional: Global Elective module in Miami, April
Optional: Global Elective module in Germany, May
Optional: Global Elective module in Beijing, May

Module 15: June

Leading the Strategic Change Process

Curriculum

The curriculum integrates all managerial functions and disciplines with emphasis on the international aspects of business administration. It is organized in two tiers of courses, starting with an **MBA core** and continuing with **advanced** and **elective** courses. Participants are required to complete 28 courses. Some of the elective courses are offered during the global elective weeks on the Kellogg global partners schools.

Preparatory Workshops

Preparatory workshops are offered in the areas of mathematics, statistics and accounting. Preparatory modules for self-study in microeconomics and financial accounting are available on-line. The workshops and the self-study modules bring students up to the requisite common level of basic knowledge needed to begin the program.

Below is an expanded list of courses and topics covered by the Kellogg-Recanati program, including the global electives.

Strategy

Strategic Management Foundations explores economic principles of business strategy and develops an analytic framework for identifying and evaluating alternative strategies.

Enterprise IT Strategy & Governance offered in Kellogg-Schulich

Deal Making in China and Asia offered in Kellogg-HKUST

Family Enterprise: Success and Continuity offered in Kellogg Miami

Enterprise IT Strategy & Governance offered in Kellogg-Schulich

Deal Making in China and Asia offered in Kellogg-HKUST

Family Enterprise: Success and Continuity offered in Kellogg Miami

Strategies Beyond Markets offered in Kellogg Miami

West Meets East: Strategic Implications for Managing in the 21st Century offered in Kellogg-Guanghua

Innovation Strategy & Management offered by Kellogg Evanston

Global Economic Development & the Business Environment in Europe offered by Kellogg-WHU

Speaker Series

Balancing theory and practice is characteristic of the Kellogg-Recanati program, which encourages its International Executive MBA classes to take advantage of the schools' close ties with the business community. Faculty and participants invite leaders of industry, government and non-profit organizations, as well as management experts, to speak at extra-curricular activities.

Curriculum



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Accounting

Financial Reporting Systems introduces generally accepted accounting principles and concepts along with the preparation and analysis of financial statements.

Financial Information for Management Planning and Control covers the use of financial information in management decision making. Topics include strategic profitability analysis, managerial incentives and performance-measurement. The use of financial information for making decisions with regard to intangible assets, such as research and development and brands, will also be discussed.

Organizational Behavior

Leadership and Organizations uses cases and simulations to explore how theories of behavior apply to individuals and groups within organizations.

Leading the strategic change process focuses on key tasks in leading the strategic change process in organizations, creating a shared understanding of the present and desired states of the organization, creating a shared urgent need for change, a change vision, and the belief that change is possible and finally leading the change transition process.

Negotiation Strategies develops negotiation and dispute-resolution skills through simulations set in dyads, groups, and multilateral contexts within and between organizations and across cultures.

Strategic Crisis Management provides managers with conceptual tools to successfully master high-pressure, complex crisis scenarios. Topics include issue and media management, dealing with activists and interest groups, and surviving legal,

legislative, and regulatory challenges.

Human Resource Strategies provides an understanding of HR issues from the perspective of top-tier executives and policy-makers rather than from the perspective of the HR manager. Day-to-day human resource quandaries are discussed in the context of mainstream economic, psychological and sociological theory, all with an eye towards understanding the impact of such decisions on employees, organizational effectiveness, and the broader market and social context.

Leading High Impact Teams offered by Kellogg Evanston

Incentives, Organization and Strategy offered by Kellogg Evanston

Leading High Impact Teams offered by Kellogg Evanston

Business Foundation Disciplines

Managerial Economics explores the nature and determinants (including market forces) of decisions about profit-maximizing production and pricing.

The Macroeconomic Environment inspects the economic mechanisms and trends as well as cultural, social and political environments that shape economies, with an emphasis on countries of the Middle East.

Analytical Approach to Uncertainty introduces elementary probability theory as a tool for modeling uncertainty in business, with illustrations from decision theory and statistics.

Statistical Decision Analysis explores the use of sample data for purposes of estimating, predicting, forecasting and decision making.

Managers and the Legal Environment studies the legal environment in which international business organizations

operate. The orientation of this course is practical employing actual cases and discussing real world situations. Topics include: legal forms of business organizations; contracts and cross-border contracts; international sale of goods; writing an international services contract; dispute resolution mechanisms; distinguishing between common law, civil law, and other legal systems around the world; and how to optimize the use of inside and outside counsel.

World Economy offered by Kellogg Evanston

Marketing

Marketing Management introduces the market-driven company and customer-focused organization, and presents current theories and practices of marketing management. It examines the topics of new product development, marketing resource allocation, and competitive strategy.

Profitable Pricing Strategies and Tactics surveys popular pricing practices, explores their pitfalls, and identifies the fallacies they are based on. It then sets the economic and the psychological foundations for effective proactive pricing decisions.

Strategic Marketing Decisions Perhaps the best way to learn about marketing is to actually run a business. In this course we use a computer simulation to give students the experience of running a business, making marketing decisions and gaining support for their recommendations. Students working in teams are given a business to run. The challenge is to apply marketing concepts to deliver strong financial results and create a solid, on-going business over the course of the simulation.

Marketing Strategy focuses developing, refining, and executing the organization's story in the marketplace. Key topics

include identifying the appropriate target segment and most effective positioning within that segment in a competitively dynamic context.

Product Management for Technology Companies equips students with the frameworks, tools and direct experience to become effective technology product managers (whether as entrepreneurs or intrapreneurs). Students will gain hands-on experience via an industry-sponsored project and targeted cases—including several cases developed specifically for this course

Building a Powerful Consumer Brand in China offered in Kellogg-HKUST

Understanding Consumers offered in Kellogg-HKUST

Competitive Analysis of Commodity Industries offered in Kellogg Miami

Luxury Brand Management offered by Kellogg-WHU

Marketing Channels offered by Kellogg Evanston

Retail Analytics: Pricing and Promotion offered in Kellogg Miami

Consumer Led Growth offered in Kellogg Evanston

Finance

Corporate Finance & Investments explores the strategic decision that an organization makes leading to capital spending. The risk element in financial decision making and the financial instruments that have evolved to reallocate risk in the economy are discussed.

International Economics and Finance studies the determination of exchange rates and interest rates and examines the nature and management of foreign exchange risks.

Strategic Financial Management examines important concepts and

principles of financial management, using both a review of theory and cases. The course emphasizes valuation skills as a means to bring together cost of capital, financing, and operating issues faced by the firm.

Risk Management introduces a holistic framework for identifying, quantifying and managing risks facing an organization, and for integrating it into corporate strategy to drive competitive advantage.

International Finance offered in Kellogg Evanston

Investment Banks, Hedge Funds and Private Equity offered in Kellogg Miami

Finance in China offered in Kellogg-Gianghua

Mergers & Acquisition offered in Kellogg-Schulich

Operations & Technology Management

Operations Management examines some of the basic principles of managing the production of goods or services, and studies some useful tools. The course emphasizes tools and principles that are equally useful in service and manufacturing sectors.

Advanced Operations Business success depends on the industry in which a firm competes (what do we do?) and on its business model (how do we do it?) Operations strategy is critical to a firm's business model, as it determines how the firm's operational assets (e.g., plants and technologies), processes, and operational capabilities are configured and managed to promote business success. By definition, operations strategy is not concerned with the daily or weekly execution decisions of operations (i.e. the topics covered in an

Operations Management class). Rather, it is concerned with the executive-level operations decisions, such as the expansion or rationalization of real assets that dictate the operational footprint, capabilities, and investment needs for years to come. The course provides you with a framework to formulate an operations strategy and analyze, value, and optimizes the key decisions involved.

Intellectual Capital Management focuses on the use of ideas and knowledge as explicit forms of competitive advantage in the information economy. The most secure form of this intellectual capital is that which can be turned into a property right - intellectual property. This course surveys the forms of intellectual property and links the effective procurement and deployment of intellectual property with successful business strategies.

Venture Capital introduces the Venture Capital (VC) industry. The players of the industry and their respective roles will be presented and discussed during this course. Participants will experience the life cycle of investment decision and will learn the VC game plan and best practices of the industry. The course will allow the participant to be a knowledgeable and effective "player" if he or she eventually considers a VC-backed financing for their venture, or decides to be a part of the industry.



The AACSB Logo

The Faculty of Management was the first, and still the only, school in Israel to be accredited by AACSB International – the highest level of accreditation for a business school.

Faculty



Prof. Brian Uzzi

Richard L. Thomas Professor of Leadership and Organizational Change
Co-Director, Northwestern Institute on Complex Systems and Network Science (NICO)
Kellogg School of Management, Northwestern University

"The Kellogg-Recanati program is unique and powerful because it has found just the right balance between networks and knowledge. It is relatively small – just 50 students per class – increasing knowledge transfer and specialized attention among the students and faculty alike. Yet, it draws on a very wide diversity of executive backgrounds from the leaders of the largest corporations to exceptionally successful entrepreneurs, politicians to non-profit organizers, and professionals from real estate, tech, and medicine and law. If most executives are 6 degrees of separation from the riches knowledge and influence contacts, the KR program will put you at 2 degrees of separation."





Dr. Meir Karlinsky

Senior Lecturer of Marketing
The Leon Recanati Graduate
School of Business Administration

The teaching in this program is especially challenging - it is highly demanding, but also very fulfilling and contributing. It is also due to the high personal level of the students and their vast experience in managerial and business decisions. As declared by so many of the program lecturers, those who learn the most from the program are the teachers who continuously need to reckon with the wonders, challenges, and counter-arguments of their students who are experienced, sharp, and discerning executives."



Prof. Larry Franklin

Adjunct Professor of Finance and Law
Kellogg-HKUST Executive MBA
program
Hong Kong University of Science &
Technology

"As a teacher who belongs to the faculty of HKUST, Kellogg's global EMBA partner, I draw on my extensive research, consulting and teaching experience, and deliver real-world, cutting-edge content to the class. I find the Kellogg-Recanati students to be very bright, highly inquisitive, and as challenging to teach, as the EMBA students I teach in leading universities around the world. The Kellogg-Recanati Executive MBA program has an excellent reputation, and it is well-deserved."

Faculty



Faculty

Teaching at the Kellogg-Recanati IEMBA Program is done primarily by selected senior members of the Kellogg Global Network and Recanati faculties. The community of teachers is an esteemed group of scholars and practitioners, that provide a rich source of international experience in professional management problems and practices. Faculty members combine real-world and academic knowledge of management problems to augment their theoretical training.

GAD ALLON

(Northwestern University)

Associate professor of managerial economics and decision science. PhD in Management Science from Columbia Business School in New York. Areas of Expertise: Response Time Management, Service Management.

ELI AMIR

(London Business School & Tel Aviv University)

Professor of Accounting. Ph.D. from University of California at Berkeley. Areas of Expertise: The role of accounting information in capital markets, Reliability of accounting information, Pension asset allocation, The economic consequences of business corruption and crime.

GAD ARIAV

(Tel Aviv University)

Associate Professor of Technology and Information Systems and Management. Ph.D. from University of Pennsylvania. Systems analysis and design, database management systems, data communications, decision support systems (DSS).

DAVID AUSTEN-SMITH

(Northwestern University)

Peter G. Peterson Professor of

Corporate Ethics, and Professor of Political Science and Economics. PhD from Cambridge University in economics. Areas of Expertise: Ethics, Political Economy/Design, Voting Systems.

PETER BAMBERGER

(Tel Aviv University)

Professor of Organizational Behavior & Human Resource Management. Ph.D. from Cornell University. Areas of Expertise: Employee wellbeing, help-seeking and substance misuse; Compensation strategy; Incivility; Team processes.

JEANNE BRETT

(Northwestern University)

Director of the Dispute Resolution Research Center, DeWitt W. Buchanan, Jr. Distinguished Professor of Dispute Resolution & Organizations. Ph.D. from University of Illinois. Areas of Expertise: Dispute resolution/mediation, negotiations, cross-cultural negotiation.

TIMOTHY CALKINS

(Northwestern University)

Clinical Associate Professor of Marketing. Received his MBA from Harvard Business School. Areas of Expertise: Advertising, Biomedical Marketing (Biotechnology), Brand Management, Consumer Products, Marketing Management Marketing Strategy/Planning/Policy, New Product Development.

SUNIL CHOPRA

(Northwestern University)

IBM Professor of Operations Management and Information Systems. PhD from SUNY Stony Brook, in Operations Research. Areas of Expertise: Cycle Time Management, Manufacturing, Optimization, Reengineering, Response Time Management Supply Chain Design and Management.

JAMES CONLEY

(Northwestern University)

Clinical Professor of Technology. Ph.D., Materials Engineering, Northwestern University. Areas of Expertise: Strategic issues in managing Intellectual Property.

TIMOTHY FEDDERSEN

(Northwestern University)

Wendell Hobbs Professor of Managerial Politics. Ph.D. from University of Rochester. Areas of Expertise: Corporate Social Responsibility, Crisis Management, Political Economy/Design, Public Management, Strategy in Non-Market Environments, Voting Systems.

LARRY FRANKLIN

(Hong Kong University of Science & Technology)

Adjunct Professor of Finance and Law, Visiting Professor of Finance & International Management, MIT Sloan School of Management (Fall, 2002). JD/MBA from Stanford, CPA. Finance, investment, venture capital, business law and applied international strategy.

BOAZ GALINSON

(Tel Aviv University)

MBA in Finance from Tel Aviv University. Financial risk managements, statistics mathematics, operational research.

JULIE HENNESSY

(Northwestern University)

Clinical Professor of Marketing. Areas of Expertise: Brand Management, Consumer Products, Marketing Management Marketing Strategy/Planning/Policy, New Product Development.

ASHWIN JOSHI

(York University)

Director, MBA Program, Co-Director - York Consulting Group, Associate Professor of Marketing,

Schulich School of Business, York University, Toronto, Canada. Ph.D. from Queen's University. Research interests: new product development, salesforce management, and relationship marketing.

ITAY KAMA

(Tel Aviv University)

Senior lecturer in Accounting. Ph.D. from Tel Aviv University in Accounting. Financial statement analysis, role of accounting information in capital markets, equity valuation and financial management.

MEIR KARLINSKY

(Tel Aviv University)

Senior Lecturer of Marketing. Ph.D. from University of California at Berkeley. Marketing strategy, pricing, marketing research.

LAKSHMAN KRISHNAMURTHI

(Northwestern University)

A. Montgomery Ward Distinguished Professor of Marketing; Academic Director of the Executive Program on Pricing Strategies & Tactics. Ph.D. from Stanford University. Areas of Expertise: Brand Management, Business to Business Markets, International Marketing, Marketing Management, Marketing Research, Marketing Strategy/Planning/Policy, New Product Development.

KEITH MURNIGHAN

(Northwestern University)

Harold H. Hines Jr. Distinguished Professor of Risk Management. Ph.D. Purdue University. Areas of Expertise: Leadership, negotiation, team building and decision making, particularly altruism, ethics, fairness, cooperation, power repentance and self-interest.

AHARON (RONI) OFER

(Tel Aviv University)

Professor of Finance. Ph.D. from University of Pennsylvania. Areas of

Expertise: Corporate finance, capital structure, dividends policy, portfolio management, valuation, value based management.

BEPPINO PASQUALI

(York University)

Financial and managerial accounting.

ARTUR RAVIV

(Northwestern University)

Alan E. Peterson Distinguished Professor of Finance. Ph.D. from Northwestern University. Corporate finance, economics of uncertainty, informational economics and industrial organization.

MOHANBIR SAWHNEY

(Northwestern University)

Clinical Professor of Marketing, Director of the Center for Research in Technology & Innovation. Ph.D from the Wharton School of the University of Pennsylvania in Marketing. Entertainment Marketing, High-Tech Marketing, Information Technology, Marketing Management, Media Marketing, Technology.

KARL SCHMEDDERS

(Northwestern University)

Associate Professor in the Department of Managerial Economics and Decision Sciences. PhD in Operations Research from Stanford University.

JEROEN SWINKELS

(Northwestern University)

Richard M. Paget Professor of Management Policy. PhD from Princeton. Areas of Expertise: Contract Theory, Economic Theory, Economics of Organizations, Game Theory, Information Economics.

LEIGH THOMPSON

(Northwestern University)

J. Jay Gerber Distinguished Professor of Dispute Resolution and Management. Ph.D. from

Faculty

Northwestern University. Negotiator behavior, emotion and creativity. Areas of Expertise: Creativity and Innovation, Cross-cultural Negotiations, Group Decision-Making, Group Dynamics, Innovation, Leading High-Impact Teams, Negotiations, Psychology Teams.

ITHAI STERN

(Northwestern University)

Assistant Professor of Management and Organizations. Ph.D. from the University of Texas at Austin. Areas of Expertise: Strategic choices, corporate governance, organizational evolution, diversification, and inter-organizational alliances in technology intensive industries.

BRIAN UZZI

(Northwestern University)

Associate Professor of Management and Associate Professor of Sociology. Ph.D. from the State University of New York at Stony Brook in Sociology. Areas of Expertise:

Behavioral Finance, Creativity and Innovation, Innovation. Social Media, Social Networks.

DAN WEISS

(Tel Aviv University)

Senior lecturer in Accounting, Ph.D. from Tel-Aviv University. CPA. Managerial accounting, intangibles, performance measurement.



Kellogg  **Recanati**
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ADMISSION Requirements

To be considered for the program, candidates must have:

- An undergraduate degree with a minimum grade of 75 (equivalent to a GPA of B), or the equivalent for candidates from schools or countries with different grading systems.
- Substantial managerial and professional experience (seven years or more) and a senior position in the organization.
- Time sponsorship and/or tuition sponsorship by the employing firm.
- At least two letters of recommendation.
- Good command of the English language.

The Admission Committee considers the merit of each application and takes into account cases of exceptional professional experiences and past academic performance.

The Admission Process Considerations

Admission to the program is competitive. Admission decisions are based on the candidate's entire portfolio, including academic achievements, nature of professional experience and promise, position, letters of recommendation, language fluency, as well as GMAT scores – if submitted.

In addition to academic promise, the admission committee considers these factors:

- Does the nominee's organizational sponsor consider that he or she has outstanding promise and potential within the organization?
- Does the nominee have, or will he or she soon have, a position of executive responsibility that makes the program of value in furthering his or her career?
- Does the nominee have both the time and the motivation to make a two-year commitment to attend classes and prepare assignments?

The admission committee seeks to ensure diversity of skills and backgrounds, while forming a class with participants of comparable levels of management experience.

Admission priorities are given to applicants whose sponsors cover their entire tuition fee.

The Admission Process

All application forms are available on the programs web-site.



The application and accompanying material, as detailed in the Useful Information for the applicant insert to this brochure, should arrive at the Executive MBA Program office approximately five months before the beginning of the academic school year. Early application is advisable, since enrollment is limited and qualified applicants are accepted on a first-come basis.

Upon receipt and basic review of these materials, we will contact you and schedule an hour-long academic interview and alumni interviews.

Self-employed applicants and candidates whose companies cover only part of their tuition can also be admitted. They may, however, be asked to provide additional financial documentation.

Cost of Participation

Tuition covers the cost of courses, study facilities, books and supplies for the entire curriculum. It also includes Friday parking permits, parking vouchers and light lunches and refreshments for the duration of the program, as well as daily lunches during the intensive modules, and housing and meals during the live-in weeks. Each participant is entitled to join one Global exchange week abroad.

The participants pay airfare and ground transportation for the live-in weeks that are conducted abroad as well as cost of issuing Visa.

Organizations Which Chose the Kellogg-Recanati Program in Recent Years

- 3N Group Ltd.
- 7-Main Ltd.
- 888.com
- Abbott Laboratories S.A Israel
- ADAMA
- AIG Golden Insurance Company
- Aladdin Knowledge Systems
- Alcatel Israel
- Alma Lasers
- Alraz Ayas Ltd.
- Alvarion Ltd.
- Amdocs
- American Laser Ltd.
- Apax – Leumi Partners
- Arcaffé Retail Chains
- Asperii
- Athena Smartcard Solutions
- Autodesk Israel
- Avaya
- Bank Leumi Le-Israel
- Bank of Jerusalem Brokerage
- BASF SE Representation in Almaty, Kazakhstan
- BCRE - Brack Capital Real Estate
- Bezeq
- BigWheel
- Bisan Systems Ltd.
- BMC Software
- BrainPOP
- BTC Ltd.
- Carasso Motors
- Card Guard, Scientific Survival Ltd.
- Castro
- CCC
- Cellcom Israel
- Center for Engineering and Planning
- Chaim Sheba Medical Center
- Cisco Systems Israel
- Clal Finance Batucha Brokerage Ltd.
- Clal Insurance Company
- ClearCut Aerospace Solutions Ltd.
- CloudTech Solutions
- Colibri Spindles
- Commtouch Software
- Comverse Ltd.
- Consist
- Cordes & Mast Brand Identity
- Coronado Bioscience, Inc.
- CTI/Colmobil Corp.
- Daniella Lehavi Ltd.
- Datanet ITC systems
- DavidShield International
- Deepvalue
- Delek Group
- Dell Inc.
- Deloitte
- Deutsche Bank
- Dexia Israel Bank (Formerly Otzar Hashilton Hamekomi)
- Diplomat Distributors (1968)
- DSP Group
- ECI Telecom Ltd.
- Edusoft
- Elbit systems
- Elco
- El-Mor
- Elron Telesoft
- Elscint
- Embassy of Egypt
- Embassy of Finland
- Embassy of Hong Kong of Jordan
- Embassy of the Hashemite Kingdom Of Jordan
- EMC
- Energiya Global
- Enterprise - Project Management Ltd.
- Ernest & Young
- eToro
- Etmaleh - Furniture for Children
- EverCloud International
- Evergreen Partner Management
- Excellence Nessuah Financial Products
- Excim (Focus Textil) - Softronic
- Exent
- Exia Capital Group
- Facebook
- Fischer Behar Chen Well Orion & Co Law Office
- GARPO,Shamaym
- GCP Solutions Inc.
- GE Medical Systems Israel
- Gilat Satellite Networks
- Globes
- Goldfarb Seligman & Co. Law Offices
- Goldman Sachs
- Google
- Gornitzky & Co.
- Ha'aretz Daily Newspaper
- Hadara Technologies
- Haim Sheba Medical Center-Tel Hashomer
- Heinz Remedia Industries
- Heriko
- Hermann Ultrasonics
- Hever Group International
- HMS - Halperin Consulting Group
- HP Indigo
- HP Industrial Large Format (Formerly Saitex Vision)
- HP Israel
- HP Softward R&D (Formerly Mercury)
- HSBC Bank Middle East
- I. Gornitzky & Co., Advocates and Notaries
- IBM
- IDB Group
- IDE Technologies Ltd.
- Impact First Investments
- Infinidat Ltd.
- Intel Israel
- Iscar
- Israel Aerospace Industries, Malat Division
- Israel Defence Forces (IDF)
- Israel Discount Bank
- Israeli Cattle Breeders Association
- Israil
- Isrotel Hotel Chain
- Ituran Location & Control
- J P Morgan
- James Richardson Proprietary Limited
- Jerusalem Cigarette Company Group
- Jerusalem Global Ventures
- Jerusalem Pharmaceutical Comapany
- Johanson & Johanson Medical Israel
- JP & Partners
- JVP Properties
- Kamal & Associates - Attorneys and Counselors-at-Law
- Kardan Trading
- Kesselman GRMS, Price Waterhouse Coopers
- Keter Plastic Group
- Kipp Stawski Group
- KMN Holdings
- Kodak Israel
- KomTek
- Koor Industries
- Koral-Rom Aviation Ltd.
- Kramer Electronics
- Kulicke & Soffa Ltd.
- Lapidot Medical Import & Marketing Ltd.
- Liliyot Group
- Logic Industries/AGT International
- Lumenis
- Marconi Medical Systems Israel
- Marina Jewellery Ltd.
- Marvell Israel Ltd.
- Massar International -- Siraj Fund Management Company
- Mccann Erickson Group
- McWilliams -Ballard Inc.

- Medingo Ltd.
- MEET
- Meitar Liquornik Geva & Leshem Brandwein, Law Offices
- Meitav Investment House
- Merrill Lynch Bank of America
- Mial Impex Ltd.
- Micon Ltd.
- Microsoft Israel
- Migdal Insurance Company
- Mitrelli Group
- Mitsubishi Corporation Israel Liaison Representative
- More Investment House Ltd.
- Motorola Israel
- Nakheel Palestine Ltd.
- National Beverage Company
- NCR(Retalix)
- NDS Technology
- Neurim Pharma
- Neve Hon Group
- Nice Systems
- Nielsen BuzzMetrics
- Noble Energy Mediterranean
- Nokia Siemens Networks
- Nortel Networks Communications Israel
- NSN
- Objet Geometries
- Odin Medical Technologies
- Ofer (Ships Holdings)
- Office of the Prime Minister of the Palestinian National Authority
- Office of the Prime Minister of the State of Israel
- O'Grady Meyers
- Omnisys
- Optibase
- Oracle
- Organik Kimya
- Oz Branding
- Palestine Industrial Estate Development Company (PIEDCO)
- Palestine Investment Fund
- Palestine Trade Center
- PaITel Group
- Pango - Milgam Cellular Parking
- Paz Oil Company
- Philips
- Pioneer International
- PLANSEE SE
- Poalim Capital Markets
- Price Water House Coopers
- Procter & Gamble
- Psagot Investment House
- Qualcomm Israel
- Quintiles Transnational
- Rachip
- RAD Data Communications
- Rada Electronic Industries
- Radcom
- Radvision
- Railway Systems of Zambia
- Rainbow Nursery
- Random Logic / 888.com
- RBT Holdings
- Reach for Telecommunications company
- Reckitt Benckiser (Near east) Ltd.
- REIT 1
- Revel Consulting
- Runa Ltd.
- SA International
- Sahem Trading & Investment
- SanDisk
- Sanofi-Aventis Israel
- SAP Labs
- Sarin Technologies
- Seabridge
- Sela Fashion Design Ltd.
- Sequans Communications
- Shaked Creative Ltd.
- Shaldor
- Shapira & Co.
- Sheba Medical Center
- Shunra Software
- Siemens Concentrated Solar Power (SCSP)
- Siemens Israel
- Sigal Naim
- Sigma Designs
- Simon & Weisel Insurance Agency
- Smart!Caree & Education Ltd.
- smartDmedia
- Snaptu
- Solutions for Developments Consulting Co.
- Sophos
- Sotheby's International Realty | Israel
- SpacEL(A.R)
- Spatra Systems Europe, Ltd.
- SPL World Group Israel
- STARLIMSCorporation
- Storwize
- Strauss Group (Formely Strauss-Elite)
- Sun Microsystems
- Super Derivatives
- T.Y. China Israel Enterprise Cooperation
- Taro Pharmaceutical Industries
- TASC Consulting & Capital
- TechLoft Ltd.
- Tecnomatix Technologies
- Tel Aviv Stock Exchange
- Tel Aviv University
- Telrad Networks
- Tessera Israel
- Teth Beth –Vita
- Teva Pharmaceutical Industries
- Texas Instruments Israel
- The Arab Chamber of Commerce & Industry Jerusalem
- The Central Bottling Company - Coca Cola Israel
- The Consolidate Near East Company of Israel (CNEC)
- The Q Group PLC
- The Ted Arison Family Foundation
- Thingstodolrael
- Third Sector IT
- Tnuva Group
- Toga Networks
- TranSwitch
- Trigger-Foresight
- TVM Design Services Ltd.
- U.C. Laser
- UBS
- UNDP-The Palestinian Negotiations Support Projects
- Union Motors Ltd.
- Unipal General Trading Company
- Unipharm
- United Nation Office for Project Service
- United States Agency for International Development
- Uthman-Hassan & Sons
- Verint
- Verint Systems
- Vilnai Marketing Group Ltd.
- Vishay Israel
- Vocaltec Communication
- Vonage
- Waiz Group Inc.
- Waizer Management Ltd.
- Wardinon Textiles
- Wataniya Mobile
- WeFi
- Wilocity
- Yes - DBS Satellite Services Ltd.
- Yigal Arnon & Co. Law Office
- Zeller Mayer & Pelosoff Law Office
- Zeraim Gedera
- Zoom Communications
- Zoran Microelectronics

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