

**THE HEBREW UNIVERSITY OF JERUSALEM**  
**COURSES TO BE GIVEN IN ENGLISH**  
**Spring 2011**

***Please Note:***

Minor changes/additions to this list are still possible as the departments' course lists have not been finalized as this point in time.

**Business Administration**

**55977 Financial Systems around the World**

Prof. Yishay Yafeh **Credits: 3**

The course offers an overview of several major topics in financial economics on the basis of international comparisons of financial systems across countries and time periods. Among the topics discussed are the emergence and evolution of financial systems, the law and finance paradigm, the debate on universal banking and the optimal regulation of banking systems, venture capital and the financing of innovative firms, business groups and the optimal scope of the firm in different financial environments, and the globalization of financial markets in historical perspective.

**Prerequisites:** A basic knowledge of finance, micro-economics and statistics.

Final Exam: TBA

Social Sciences Tuesday 18:30-21:15 & Wednesday 18:30-21:15 Room 2113

**Note:** This course will be held from February 13, 2011 for 7 weeks

**55888 Creativity in Marketing and Business**

Prof. Jacob Goldenberg **Credits: 3**

The course offers students the opportunity to learn how to solve problems, identify opportunities and generate those elusive ideas that, with a very small investment, produce enormous benefits to organizations. The course focuses on new product ideation and creative marketing actions. It also touches upon communication and dilemma resolution.

Lectures will review proven systematic tools (termed *creativity templates*) and cover the rationale of structured thought processes. Guest speakers will present wisdom and know-how acquired in the practice of systematic creative ideation through a number of real-life cases.

A major activity of the course is a group project. In the second class, a senior manager from J&J will brief us on a product category that will be the subject of the project. Afterwards, teams of 4-6 students will be assigned the task of proposing a creative (and feasible) solution to a problem defined within a constrained set of assumptions. Teams will also offer an implementation and entry strategy for their idea, with an emphasis on the quality of the idea and the underlying systematic process.

Final Assignment: Final Paper

Social Sciences: Sunday 15:30-18:15 Room 2113 & Wednesday 18:30-21:15 Room 3613

**Note:** This course will be held from February 13, 2011 for 7 weeks.

**55904 Introduction to Finance**

Prof. Moshe Levy **Credits: 3**

This is an introductory course which covers some of the most important topics in Managerial Finance. Emphasis is placed on the optimal allocation of resources for individuals and corporations. The first part of the course deals mainly with optimal decisions under certainty, where resources are allocated over time, while the second part analyzes decisions under uncertainty. Some of the topics covered include: the time value of money, calculation of present values, bond and stock valuation, portfolio selection, risk and return, capital budgeting, and an introduction to options.

Final Exam: TBA

Social Sciences : Mondays & Tuesdays 15:30-18:15 Room 2111 + Tutorial 18:30-19:15 Tuesday (or Wednesday- to be decided)

**55945 Quantitative Methods in Management**

Prof. Gur Mosheiov **Credits: 3**

The course introduces various tools needed in quantitative decision making. We learn how to model problems, and how to solve them using appropriate software. Excel will be used extensively.

We focus on the following topics:

- Linear programming
- Decision trees

- Project planning
- Simulation

Home assignments: I will give an assignment after each class. Students must submit at least 80% of the assignments. My recommendation: submit all the assignments.

Midterm + Project: There will be a midterm exam and a project at the end of the first half of the course (Linear Programming).

Exam: There will be a final exam at the end of the course.

Final grade: midterm 30%, project 10%, final 60%.

Final Exam: TBA

Social Sciences Room 3102 Sundays 12:30-15:15 & Monday 10:30-13:15

**Note:** This course will be held from February 13, 2011 for 7 weeks.

### **55708 Business Entrepreneurship**

Dr. Limor Eisenman **Credits: 3**

Entrepreneurship is the process of creating something new and valuable by 1) devoting the necessary time and effort, 2) assuming the accompanying financial, psychological, and social risks, and 3) receiving the resulting rewards of monetary satisfaction and independence (Hisrich and Brush, 1985). The study of entrepreneurship is an exciting field. Research suggests that individuals who study entrepreneurship are three to four times more likely to start a business and will earn 20 to 30 percent more than students studying in other fields (Hisrich, Peters, Shepard, 2005). In this course, we will study the problems and decisions that owners of small businesses face and discuss the types of skills and solutions that can be applied in response. In doing so, we will integrate many of the disciplines in the business school curriculum.

Final Assignment: Final Paper

Business Administration Room TBA Monday 18:30-21:15 & Thursday 15:30-18:15

Final Assignment: Final Paper

**Note:** This course will be held from February 13, 2011 for 7 weeks.

### **Psychology**

#### **51663 The Nature and Nurture of the Social Brain**

Mr. Shlomo Israel **Credits: 3**

The recent completion of the Human Genome Project has broken the floodgates to investigations of how common genetic variants influence aspects of our everyday behavior; at the same time over 50 years of studies from social psychology have lead to a great body of work demonstrating how our thoughts, feelings and behaviors are influenced by other people. The convergence of these disciplines has lead to the emergence of a new field which uses empirical investigations borrowed from the social sciences to evaluate the relative hard-wiring of uniquely human characteristics such as empathy, altruism, sense of equity, love, trust, music, compulsive gambling, risk and political participation. The course will provide an overview of the current understanding of how nature and nurture contribute and interact to enable the elaborate behaviors that are daily evident in much of H. sapiens social life, and will attempt to answer questions such as: How much credit (or blame) do parents deserve? Can a spray from a hormone help me close a business deal? How will drugs be tailored to an individuals' genotype (so called pharmacogenetics)? Are there genes for altruism?

Final Assignment: Final Exam May 25, 2011

Wednesday 14:00-16:30 Boyar Room 103

### **Geography**

#### **40222 Development of Water Resources in North America**

Prof. Paul Kay **Credits: 2**

An overview of the development of water resources and their management in North America, with attention to: the physical basis of water resources; political ecology of water governance; trans-boundary disputes and agreements; management approaches (supply, demand, soft path); and, challenges (population, climate) to supply and governance

Social Sciences Room 2109 Wednesday 14:30-16:15

Final Assignment: Final Paper

## Jewish History

### **13845 Modern Study of the Second Temple Period (MA course)**

Prof. Daniel R. Schwartz **Credits: 2**

The Second Temple period, which saw the meeting of East and West, the rise and fall of the last pre-modern Jewish state, and the birth of both rabbinic Judaism and Christianity, attracts the attention of scholars who come at it from different directions, with different assumptions, different agendas and different methods. This seminar will study how detailed questions of scholarly research of the period derive from, or contribute to, broader debates about the study and interpretation of this formative period.

Rabin Room 1002 Mondays 12:30-14:15

Final Assignment: Final Paper

### **24913 Identity, Community & Violence (MA course)**

Prof. Oded Irshai & Prof. Paula Fredriksen **Credits: 4**

The course will deal with the issue of identities in late antiquity (Jewish, Christian and Pagan) and their communal aspects. In addition, the course will examine the violent encounter among these groups which provided a way, both internally and externally, to display identity at a time of pressure and tension.

Rabin Room 2001 Tuesday 16:30-20:15

Final Assignment: Final Paper

## Communications

### **50871 Media Industries and Consumer Culture (MA course)**

Dr. Paul Frosh **Credits: 2**

This course examines the historical, institutional and cultural connections between two key features of contemporary societies: the rise of media and cultural industries and the emergence of consumer culture. We will ask such questions as: how are media organized in modern societies, and what are the implications of the industrialized production media products (books, films, television and radio broadcasts) for consumption by mass audiences? What are the characteristics of consumer societies, and do these societies represent a distinctive transformation in modern social and cultural existence? What role do the mass media – in particular through advertising, commercial sponsorship and the creation of celebrity - play in the advent of consumer societies? What impact does consumerism have on cultural production and political participation in multi-cultural societies: does it democratize access to culture for excluded social groups, or is it simply a way of homogenizing culture through commodification? Can consumerism be reconciled with social compassion and activism? And does a consumerist media and cultural system inevitably act as an agent of Americanization and global cultural imperialism?

Social Sciences Room 1706 Tuesdays 12:30-14:15

Final Assignment: Final Paper

### **50033 Networks: Science, Technology, Society (MA course)**

Dr. Ben Peters **Credits: 2**

This course surveys and examines the recent outpouring of work among sociologists, historians, psychologists, legal scholars, urban planners, cultural theorists and critics on the topic of networks (social, technical, digital). Organizing questions include, Why the preoccupation with networks, Why now? Why so many male authors? What does our imagination of the network reveal about our tools, sense and sensibilities, connections and culture—what do networks reveal about us? What do terms like groups, systems, structures, sets, crowds, multitudes, mass, etc. offer in its place? Perspectives examined include basic network theory, sociology, history, international comparison, and critical theory. Texts include, among others, in network theory Barabasi's *Linked* (2002); in sociology Benkler's *The Wealth of Networks* (2006), Castell's *The Rise of the Network Society* (1996), Shirky's *Here Comes Everybody* (2008), Tilly's *Big Structures* (1984); in history John's *Network Nation: Inventing American Telecommunication* (2011), Otis' *Networking: Communicating with Bodies and Machines in the Nineteenth Century* (2001), Schnatz' *Gossip, Letters, Phones: The Scandal of Female Networks in Literature and Film* (2008), Turner's "Triumph of the Networked Mode" (2007); from international perspectives, Grewal's *Network Power: The Social Dynamics of Globalization* (2008), Gerovitch's "The Soviet InterNyet," van der Vleuten *Networking Europe* (2006); and in critical theory, Galloway's *The Exploit: A Theory of Networks* (2007), Latour's *Reassembling the Social* (2005), Rochlin's "Networks and the Subversion of Choice," among other works. For context, some attention will also be paid to works of journalism, literature, and visual art on the subject.

Social Sciences Room 2202 Wednesday 14:30-16:15

Final Assignment: Final Paper

## Political Science

### **56542 Bi-Nationalism in Israel-Palestine: Key Concepts**

Dr. Bashir Bashir **Credits: 2**

Social Sciences Room 2204 Tuesdays 16:30-18:15

Final Assignment: Final Paper

## Romanic & Latin-American Studies

### **29867 Marrano Memory in the Iberic World 16th-21st Century**

Prof. Wachtel. **Credits: 2**

Room TBA Mondays and Wednesdays 16:30-19:15

Final Assignment: Final Paper

*Note:* This course will be held from February 14, 2011- March 9, 2011.

## Law

### **62471 Human Dignity in Comparative Perspective**

Dr. Doron Shultziner. **Credits: 2**

This course explores the meanings and functions of 'human dignity' in legal parlance and in legal instruments through comparative perspective. We begin the course by identifying the intellectual origins of human dignity and mapping its basic meanings in philosophical and legal discourses. The relationship between human dignity and human rights will be discussed next. We will then explore developments in the usages of human dignity that began in the 20th century, as manifested in national and international legal instruments, as well as through a cross cultural perspective. Students will also investigate how human dignity is used in theory and in practice in different legal systems. An emphasis will be given to the functions and meanings of human dignity in Israel: the particular circumstances that led to the enactment and interpretation of human dignity as a discrete human right in Israel, and the constitutional and interpretational implications of this legal precedent. We will conclude the course with an approach advocating a universal conception of human dignity versus cultural-relative conceptions.

Law Faculty Room 310 Sunday 12:30-16:00

Final Assignment: Final exam June 12, 2011

*Note:* This course will be held from February 13, 2011 for 7 weeks.

## Education- Melton

### **63984 A Jewish Approach to Environmental Education (MA course)**

Dr. Eilon Schwartz. **Credits: 2**

Note: This course falls under the thematic category of "Jewish Educational Thought, Theory and Practice."

As the local, regional and global environmental crisis deepens, it becomes clearer that at its core, the crisis is one of cultural values. No solutions will be found without fundamental changes in the way that contemporary culture relates to the natural world. Education, at its best, is a tool for cultural criticism and social change, and is therefore a central ingredient in building a sustainable future.

The course will examine the environmental critique of education and contemporary culture. In addition to exploring the crisis from a global perspective, the course will also look at the crisis through Jewish eyes: Examining the ways that Judaism and Jewish culture are both part of the problem and part of the solution to the environmental crisis. The implications of such an approach will be then critically applied to education in general and Jewish education in particular.

Boyar Wednesdays 14:30-16:15

Final Assignment:

### **63734 Israel and the Diaspora: Educational Challenges and Approaches (MA course)**

Dr. Alick Isaacs. **Credits: 2**

Note: This course falls under the thematic category of "Contemporary Jewish World."

While it is certainly clear that there is a great deal of renewed interest in the teaching of Israel, many teachers and educators have also expressed their concern that the purposes of this teaching are not clear. There is a tangible need among educators for much more than information of the kind that scholarship in Israel Studies might provide about Israel. Many of the most serious and reflective Jewish educators seem very concerned with the theoretical questions that surround the handling of Israel in formal Jewish education at the present. In different settings they are aware of the estrangement from

Israel and the confusion about its meaning that characterize the generation of school children growing up today. In the current political climate it seems clear that more traditional and classical answers to their concerns are inadequate. Teachers are looking to reconsider the fundamental and philosophical questions of curriculum in this area. When approaching the challenge of dealing with Israel in Jewish education there is a need for new thinking that can help address questions such as, what should I teach about Israel? Why teach it? What are my educational purposes in teaching Israel? This course will provide academic foundations for discussing these vital questions. The course will divide the field into three sub-divisions: Israel Education Studies; Philosophy of Israel Education; Israel Education Design. Education Room 558 Wednesdays 10:30-12:15

Final Assignment:

### **63962 Explorations in Jewish Identity (MA course)**

Prof. Gabriel Horenczyk **Credits: 2**

Note: This course falls under the thematic category of "Contemporary Jewish World."

The course will be grounded in recent conceptualizations and methodologies for the study of Jewish identity and identification. Students will conduct small-scale investigations on aspects of Jewish identity, Jewish religiosity and spirituality, Perceptions of the Jewish group, and others. Results will be analyzed in class, and their implications for Jewish education will be discussed.

Boyar Sundays 14:30-16:15

Final Assignment:

### **63744 Jewish Childhood- History, Anthropology and Gender (MA course)**

Dr. Orit Yafeh. **Credits: 2**

Note: This course falls under the thematic category of "Contemporary Jewish World." The course will focus on the various meanings attributed to childhood in different Jewish communities in the past and in the present. We will begin with a discussion of childhood as a cultural construction, and consider its implications for contemporary research of childhood. We will continue to explore Jewish childhood from an historical perspective, beginning with images of childhood and adolescence in Talmudic literature, followed by practices related to Jewish children and in the contexts of the family and the school in medieval and early modern Europe. We will continue to explore anthropological studies of childhood and education in different contemporary Jewish communities, concentrating on rituals of childhood and their implications for the development of Jewish identity, the creation of a Jewish collective memory through the teaching of history and holiday celebrations, and gender construction in adolescence. Throughout the course, our analysis of the different texts will center on topics as gender, body, and cultural discourse.

Boyar Sundays 08:30-10:15

Final Assignment: