



**The Management Brief will be happy to receive reader's comments, observations, and contributions.**

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## School of Management Set to Celebrate Ten Years

The School of Management will celebrate its tenth anniversary in the academic year 2006. Since its establishment by the late Prof. Avraham Mehrez, the School has produced more than 7,000 graduates who are today making an incalculable contribution to the Israeli private, public, and service sectors.

"It is hard to grasp how much we've achieved," says Prof. Arie Reichel, Dean, and one of the original team who established the School. "We started from nothing, and today we're one of the most sought-after management schools in Israel." School founders also included former Dean, Prof. Amos Drory, and past head of the Department of Management, Dr. Aharon

from more than 870 graduates of the Department of Public Policy and Administration. The Department of Management offers a BA in management, and many of its 800 graduates have taken up professional positions, while others returned to the School to complete a master's degree. Israel's tourism industry has benefited from nearly 400 graduates emanating from the Department of Hotel and Tourism Management.

"In the last nine years, deans and department chairpersons have been remarkably successful in attracting excellent new faculty members who publish in top international journals," explains Prof. Reichel. "The large number of aca-



Rosenfeld - all members, at the time, of the Department of Industrial Engineering and Management.

"Looking back, we can see how much we've contributed to the Israeli economy," continues Prof. Reichel. "There are now trained managers in almost every sector, many of them graduates of our programs."

The Department of Business Administration, by far the most popular department, has trained more than 4300 students who now form part of the Israeli workforce. More than 700 graduates of the Department of Health Systems Management are running many of Israel's hospitals and health services. Public services have benefited

demic tracks offered at both graduate and undergraduate levels, along with our multi-cultural perspective, attract high-quality students and give the School an impressive competitive edge."

The new Honors MBA Program is recruiting its third class of high quality candidates, most of whom, according to Chairman of the International Advisory Board, Mr. Ehud Houminer, "could easily be admitted to the top graduate schools in the world."

At the University's graduation ceremony due to take place in June 2005, more than 1100 management students will receive their diplomas.

*"Exposure to top US programs and experience of foreign business practices and cultures add greatly to our students' education, while helping create ties with some of the world's leading academic institutions"*

## Students Star in US Education Programs

Four School of Management students have been accepted for prestigious new programs run by two separate foundations in the US.

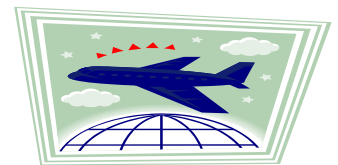
Three students from the Department of Business Administration have been chosen to represent the School as participants in a special program of the Merage Foundation.

The Foundation is dedicated to increasing Israeli exports to the United States, as a means of promoting economic growth and expand job opportunities in Israel.

The students, Mati Leshem, Avishay Tagger and Ofir Arie Peer will participate in the MBA Student Summer Education Program, a 21-day educational course held in the USA.

Another student, Alex Leyzer, of the Department of Management, has been selected as one of five Israeli students to participate in a one-year exchange program with Brown University designed to advance the study of economics and entrepreneurship at both universities. During his stay he will study economics, commerce, and entrepreneurship.

"It is immensely satisfying to see so many of our students being selected for prestigious international programs," says Dean, Prof. Arie Reichel. "Exposure to top US programs and experience of foreign business practices and cultures add greatly to our students' education, while helping create ties with some of the world's leading academic institutions."



## Students and the Wine Industry

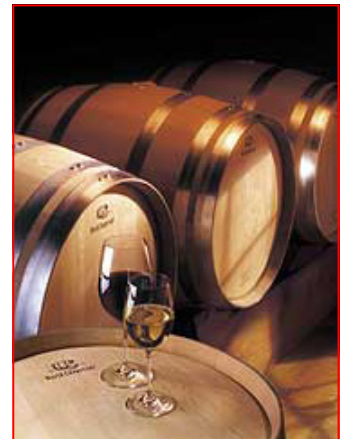
Students of the Department of Hotel and Tourism Management visited the Golan Heights Winery and the Galilee Mountain Winery as part of their training in Food and Beverage.

"Exposing our students to all aspects of the industry gives them an advantage when entering the hospitality sector," says Dr. Eli Cohen, head of Food and Beverage courses

in the Department.

Dr. Cohen presented his research into Israeli consumer behavior in a session dedicated to wine at the 15th International Conference of the Israeli Society of Quality.

These activities are steps in the Department's growing commitment to student wine appreciation, initiated by the Zeiger Family.



## News in Brief

- **Dr. Rami Yosef** of the Department of Business Administration was awarded a grant by the Van Leer Jerusalem Research Institution for his research paper *The Pension Direction - Where to?* The paper was presented jointly with Prof. Avia Spivak.

- Congratulations are in order for the following faculty members. **Dr. Yotam Lurie** of the Department of Management received tenure. **Prof. Dov Dvir**, Head of the Department of Management was appointed Associate Professor, and **Prof. Shmuel Hauser** of the

Department of Business Administration was made Full Professor.

- **Dr. Yaniv Poria** of the Department of Hotel and Tourism Management received a grant from the Israeli Ministry of Tourism for research into *The Influence on Visitors of UNESCO's Branding of World Heritage Sites*.

- We are pleased to welcome **Dr. Varda Shiffer** who joined our faculty in the Third Sector Management Track. Dr. Shiffer is establishing the Mandel Center for Leadership in the Negev.

- **Prof. Ayala M. Pines**, Chairperson of the Dept. of Business Administration has been appointed head of the University's committee dealing with sexual harassment.

- **Dr. Aviad Israeli** and **Dr. Natan Uriely** of the Department of Hotel & Tourism Management won a competitive grant from Israel's Ministry of Tourism for applied research into *Determinants of Student Integration into the Hospitality Industry in Israel*.



## Alexandra Yellin - 1943-2005

Head of Administration of the School of Management, Ms. Alexandra (Alexa) Yellin passed away suddenly in March 2005.

Alexa was an active member of the team that created the School of Management a decade ago. With her extraordinary command of information technology, and her training in industrial engineering and management, she single-handedly established the School's "paperless" administration infrastructure that today, ten years on, remains the flagship of faculty administration at BGU.

Alexa joined BGU as a regular student in the Department of Industrial Engineering after an impressive career in the Israel Defense Forces where she attained the rank of Brigadier General. She excelled in her studies and was quickly recruited as a teaching assistant. She held a B.Sc. and M.Sc. in Industrial Engineering

and Management.

A compulsive traveler, with husband Yehoshua, (Pashi), in recent years they traveled the world, spending extensive vacations in New Zealand, Australia and Hawaii. Rarely seen without her (sophisticated) camera in hand, Alexa's collection of photographs, amounting to many thousands of shots, are neatly catalogued and indexed in scores of boxes at the family home. Some of her work adorns the walls of the School of Management Building.

Alexa's extraordinary administrative and "spatial" skills, were evident in recent years when she played an instrumental role in the planning and construction of the School of Management building complex. From her small, smoke-filled office in the old Bet Hias campus, Alexa coordinated with architects, planners, internal designers, university logistics and faculty members,

ensuring that every minor detail was properly implemented. Thanks to her efforts, the move to the new building was one of the smoothest seen at BGU.

Tali Mehrez, close friend of Alexa, and wife of the late Prof. Avraham Mehrez, the School's first dean, described Alexa as "an exceptional personality who defied categorization, and would fight tooth-and-nail to avoid being categorized."

Prof. Amos Drory, the second dean, praised Alexa's contribution to the decentralization process of the School's administration.

Respected by friends and colleagues for her candor and honesty, Alexa vociferously defended those under her authority. An humanitarian, with a strong sense of values, the imprint of Alexa's special personality is permanently embossed on the School of Management.



**Alexandra (Alexa)  
Yellin**

## Entrepreneurship Seminar

More than 100 people took part in the March seminar on entrepreneurship organized by the Bengis Center for Entrepreneurship and Hi-tech Management in cooperation with the Israel Small Business Development Authority.

Students attended a presentation by a number of local entrepreneurs who explained their businesses and answered dozens of questions from a fascinated audience of potential entrepreneurs.

A central message of the seminar was that government as-

sistance is available to those prepared to deal with the inherent bureaucracy—but most prefer to seek financial backing elsewhere.

The seminar was arranged by Dr. Dafna Schwartz, Director of the Bengis Center. "We are bombarded with an increasing demand for information on designing business plans," explains Schwartz. "In addition to aspiring students, scientists are increasingly interested in developing their ideas. We are actively seeking sponsorship to help develop the program to its full potential.



**Entrepreneurs (L-R) Efrat Ziv, Ya'acov Gabai and Hemy Ra'am**

## Honors MBA Program Converting to English

**The Newsletter of the School  
of Management Ben-Gurion  
University of the Negev**

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As of October 2006, the much-vaunted Honors MBA Program for outstanding students will be presented entirely in the English language.

The decision was taken by the program's management due to interest shown by the Israeli and foreign student communities.

"It was always our intention to convert all courses to English," explains Prof. Amos Drory, the Program head. "Instruction in English will expose the students to international business concepts and terminology, important elements in the global business arena."

October's intake will be the third class to participate in the Honors MBA program which was established at the instigation of Mr. Ehud Houminer, in 2003.

"English is the lingua franca of business," says Houminer. "Henceforth the Program will be open to foreign students as well as Israelis."

Conscious of the need for cultural interaction and the development of the Chinese and Indian markets, efforts are being made to prepare students for future dealings with these emerging economies. "We've already established contact with the Indian Business School and the School of Management at Beijing University; both are sending lecturers to present courses to our students this year," explains Mr. Houminer.

"We aim to serve the Mediterranean region and eventually the Middle East, offering a top quality program comparable to the best management schools in the US," says Prof. Drory. "Already we have interest from Kenya, and hope to accept at least two outstanding African students this year."

## Eight More Students to Manhattan

Eight students of the Department of Hotel and Tourism Management will be departing in July to take up positions as interns at Manhattan Hotels.

The students, Adi Hayat, Adi Tsofan, Edan Preminger,

Efrat Rotstein, Gabi Krause, Ida Nekhenzon, Yael Nussbacher, and Efrat Fedorovsky will take up positions in Triumph Hospitality Group, Amsterdam Hospitality Group and Wellington Hotels.

This is the third year that students of the Department of Hotel and Tourism Management will be going to Manhattan. The program began at the initiative of long-time university supporters, Sol & Edy Freedman and is maintained with the generous contributions of Bernard Sillins and his enthusiastic daughter Jessica.

Towards their bachelor's degrees, in addition to their academic obligations, students of the Department must complete 1,200 hours of practical training.

"The Manhattan internships gives our students a new perspective," says Dr. Natan Urieli, Head of the Department.



Ms. Lucy Sun at BGU

In May, the students benefited from a visit by Ms. Lucy Sun, Director of Human Resources of the Triumph Hospitality Group. Ms. Sun recounted the relative reluctance of hotel managers in the first year to receive trainees during their busiest period. "But now they phone me asking when the next group of students is due to arrive!"



Some of this year's Manhattan Students with coordinator Lior Shemer