A GAME CHANGER 2020-2022
Kellogg-Recanati International Executive MBA Program

Kellogg Recanati
EXECUTIVE MBA GLOBAL NETWORK

Northwestern University
Kellogg Recanati
Kellogg-Recanati International Executive MBA Program
The value proposition for an MBA is stronger than ever. The business world is changing fast and in unpredictable ways, and leaders need to be prepared to operate in this complexity. Kellogg-Recanati students are renowned for having agility and insight to create opportunity out of disruption. We develop creative leaders with great empathy who can engage and inspire diverse, multi-cultural teams and organizations. We prepare our leaders for who they want to be, not just what they want to do. In partnership with Tel Aviv University, our global network of EMBA students gain the advantage of international viewpoints, local expertise and exposure to various markets and industries. Join our community of engaged, exceptional leaders and enhance your career with a global network for life.

**Francesca Cornelli**

Dean, Kellogg School of Management
Donald P. Jacobs Chair of Finance
Northwestern University

**Kellogg School of Management**
**Northwestern University**

is widely recognized as a global leader in management education. The school is home to a renowned, research-based faculty and students from around the globe. As a result, alumni are successful senior leaders in business, government, education, and virtually all fields.
It gives me great pleasure to join Dean Francesca Cornelli 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 Leon Recanati Graduate School of Business Administration at the Coller School of Management is committed to endowing its students and alumni with the managerial tools that they will need to boost their careers in their future endeavors. It achieves this aim by teaching them the latest and most innovative managerial theories and techniques, providing the knowledge they will need to serve as leaders in the business and public sectors, instilling them with a sense of ethics and social responsibility, involving 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 will continue to maintain its position as a world-class program with a particular attraction emanating from the location of its home base.

Moshe Zviran
Dean, Coller School of Management
Isaac Gilinski Chair of Entrepreneurship and Technology
Tel Aviv University

Coller School of Management, The Leon Recanati Graduate School of Business Administration

is a leading player in the field of business education, 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, as well as from their peers. The school has trained generation after generation of Israel's professional and business elite over the years, adapting its curriculum to the needs of a global economy in constant change.
Joining the Kellogg-Recanati Executive MBA Program will be one of your most significant, once-in-a-life-time career experiences. I am confident that this unique journey will provide you with the skills and tools to assess and adapt to the challenges of the dynamic and changing competitive world we live in. The two years that you spend in the program will enhance you as a leader and push you as a manager beyond your boundaries, inspiring you to explore higher and further.

It is a great privilege for me and the team to support those of you who have decided to embark on this journey of self-growth and development. It is an amazing global path that you will take together with the many individuals from around the world you will meet along the way, all looking to expand their horizons and make an impact wherever they are, and last but not least an opportunity to acquire a global network that will last for life.

Tali Shekel-Graff
Executive MBA Program Director
Coller School of Management
Tel Aviv University
Yuval Kalish
Academic Director
Executive MBA Programs
Professor of Leadership
Coller School of Management
Tel Aviv University

"Kellogg Recanati, to me, means the best the world has to offer: professors who connect top-tier academic research with hands-on global consulting experience, brilliant, business-savvy students, who discuss the most recent academic materials as implemented on current events; a supportive environment that assists students in their personal development, and the widest, strongest strategic network that assists students in their current and future ventures."
Discover the Program

The Kellogg-Recanati International Executive MBA Program

Is part of the Kellogg Executive MBA Global Network of seven Executive MBA programs established jointly by Kellogg and leading business schools around the world in Canada, Asia, the Middle East, Europe and the United States. Comprising the world’s best Executive MBA programs, the Network offers participants academic excellence, unparalleled access to a broad range of global learning opportunities and the ability to easily connect professionally and personally with Kellogg’s powerful global leaders.

Courses are primarily taught by selected elected senior faculty members of the Kellogg and Recanati schools as well as selected Kellogg Global Network faculty members. All lecturers are distinguished faculty members; they link academic excellence with diverse global professional experience.

The curriculum strongly emphasizes the international aspects of the full spectrum of general management principles and all managerial functions and disciplines, and encourages the personal growth and leadership abilities of executives.

The framework of study is designed to accommodate the needs of working executives and enable them to pursue their careers while studying.

The Kellogg-Recanati International Executive MBA Program awards a joint MBA degree from the two schools: the top-rated Kellogg School of Management at Northwestern University and the Leon Recanati Graduate School of Business Administration, the Coller School of Management at Tel Aviv University.

The program meets the needs of mid-and-late-career executives, preparing them for top positions in global organizations.

The participants in the program develop the skillset necessary for operating in a global, rapidly changing world through workshops, discussions, case studies, study tours and interaction with diverse, global executives.
The Largest and Most Immersive Global Network

The Kellogg Executive MBA Global Network offers participants in the Kellogg-Recanati International Executive MBA Program a multitude of opportunities to interact with peers from around the world. Not only does a great deal of learning take place during these global experiences, but participants also have the opportunity to significantly expand their own personal networks.

Nearly Half of the Courses Offered are Conducted in a Global Setting

The first opportunity for a global experience occurs in the winter, when students of Kellogg-WHU and the Kellogg-Recanati students take a module jointly.

An even more immersive global experience occurs in the summer, when students from all seven Kellogg campuses take four courses together in an intensive module at Kellogg’s lakefront campus in suburban Chicago.

These networking opportunities are further enhanced during the second year of studies, when each program in the Kellogg Global Network invites participants in the other programs to join its students for two courses in a global elective week. The Kellogg-Recanati Program offers participants in other Kellogg programs two such weeks to study in Tel Aviv.
"Joining Kellogg-Recanati was one of the smartest decisions I ever made. I was able to implement the knowledge I gained in the program in my company within the first week.

I could never have acquired the new relationships I formed with people from various backgrounds without the program, and I am enjoying them to this day.

I believe that the Kellogg-Recanati program is the most experienced, global and advanced EMBA out of all the available programs in Israel. It was a true connection to the global business environment."
"For me, the Kellogg-Recanati program is, first and foremost, a melting pot of great prolific minds of diverse professionals both as my peer students in class, and as the faculty I encountered along the way. The fact that I gained equally from the lively study group sessions and the syllabus lectures is what makes Kellogg-Recanati so unique and unparalleled in its DNA.

The wide array of networking opportunities quickly proved to be helpful and growth catalysts, and what any professional would wish for at any point of their career.

It is truly a high end, first class program which I would recommend to anyone who wants to leverage their personal and professional capabilities and leap to the next level.”
World-Class Leaders

The program is designed for carefully selected promising mid- and late-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. We aim to maximize regional business opportunities - each class comprises a number of Palestinian executives as well as executives from other countries in the region and around the world. A typical class profile includes up to 25% non-Israelis.

Deep Learning Through Teamwork

With its emphasis on achievement through collaboration 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. Study groups are designed to maximize the diversity of skills found among teammates and create opportunities for peer learning. Before the second year the groups are reshuffled.

The study group experience is further enhanced during the Global Network Week, when groups comprise participants from all the programs in the Global Network. This is an exceptional opportunity to collaborate and connect with talented fellow executives from different backgrounds and geographies and to broaden your perspective. It is the kind of exposure that can allow participants to look at issues from new angles, reflect on their management approach, see opportunities in a whole new light, and apply newfound skills and ideas in their workplace while studying. It also effortlessly creates deep interpersonal friendships that lead to global business opportunities.
Aron Di Castro  
Director, Global Business Development & Partnerships  
Waze (Google)  
KR18, Class of 2015

“I joined the Kellogg-Recanati Program looking for academic depth on specific business subjects. In reality, I got much more than that from the program.

I found most of the faculty extremely engaging and really devoted to making not only the studies, but the whole program experience great for the students.

The way study groups and classes are structured creates a mutually enriching and open environment in which students thrive, share views and learn by doing.

I found the program an excellent one. It provides top-notch learning and faculty, paired with memorable experiences, networking and new friends.”
"Practicing commercial law, 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."
Networking

A Lifelong Partnership with the Kellogg Global Network and Your Peers

Studying in the Kellogg-Recanati program creates exceptional opportunities for students to create longstanding relationships with fellow executives from all the world, building personal and professional networks that last a lifetime.

Upon acceptance into the program, Kellogg-Recanati students become members of the Kellogg-Recanati community—a thriving community with over 900 graduates. They gain access to the community’s online directory and dedicated closed groups. Upon completing the Kellogg-Recanati International Executive MBA Program, graduates join a network of over 60,000 Kellogg Alumni on six continents, and 27,000 members of the Coller alumni Association.

Beyond the Classroom

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

Lifelong Learning

Education within the Kellogg-Recanati Program does not 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 students’ 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.
Kellogg alumni worldwide

+60,000

Kellogg-Recanati community
students and graduates

1,030

21%

221 of them are women

Kellogg-Recanati Classes

230

27

Kellogg-Recanati graduates live outside of Israel in 31 countries
Starting in September, the program is composed of 14 course modules spread over two years in two formats:

- **Five-week modules**: Third of the courses are held in this format, in which classes meet on Thursday afternoons and Friday mornings.

- **Intensive modules**: Typically nine modules evenly spread over two years are held in this format. These modules are conducted over five or six consecutive full days within a single week. In each module students take two courses.

Global Live-In Weeks

Some of the intensive weeks are global and offered in a live-in format. They include a residential component that allows participants to engage in further classroom discussions, expand their networks of business contacts and develop meaningful friendships.

The second year of studies starts with four of the courses in an intensive module 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 Strategies and Crisis Management, they build relationships with peers from all over the world. With diverse 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. During the second year, students take two additional electives during Global Elective Week at one of the Kellogg partner schools around the world.

Speaker Series

Balancing theory and practice is characteristic of the Kellogg-Recanati program, which encourages its students to take advantage of the school’s close ties with the business community. Faculty and participants invite leaders of industry, government and nonprofit organizations, as well as management experts, to speak at extra-curricular activities.

Leadership Development

Both schools have elicited high-impact leaders. Throughout the program, students develop their understanding of leadership while honing their leadership skills through theoretical discussions, case studies, experiential exercises, class discussions and personalized feedback.
A Typical Sequence and Schedule of Study 2020-2022

**Year 1**

**Orientation Meeting**

**Workshops:**
- Mathematics
- Introduction to Statistics

**Intensive Module 1: October**
Strategic Management Foundations
Marketing Management

**Module 2: November-December**
Analytical Approach to Uncertainty
Managerial Economics

**Intensive Module 3: January**
(jointly with WHU class)
Macroeconomics
Doing Business in Emerging Markets

**Module 4: February**
International Financial Reporting & Analysis
Leadership and Organizations

**Module 5: March**
Managerial Statistics
Marketing Strategy of New Products

**Module 6: May-June**
Operations Management
Corporate Finance & Investments (Part A)

**Intensive Module 7: June-July**
Financial Information for Management
Planning & Control

**Year 2**

**Intensive Live-in Modules, 8+9**
August, at Kellogg
Negotiation Strategies
Strategic Crisis Management
Strategic Decisions in Operations
Marketing Analytics

**Module 10: September-October**
Managers & the Legal Environment
Corporate Finance & Investments (Part B)

**Optional**
Global Elective module in Canada, October
Global Elective module in Beijing, November
Global Elective module in Hong Kong, December

**Module 11: January-Global Elective**
Product Management for Technology Companies
Venture Capital: The Business of Innovation

**Optional**
Global Elective module at Kellogg Evanston, February

**Module 12: March-Global Elective**
Intellectual Capital Management
The Innovation Opportunity in Frontier Markets

**Optional**
Global Elective module in Miami, April
Global Elective module in Germany, May

**Module 13: June**
Strategic Financial Management

**Module 14: July**
Leading the Strategic Change Process
Strategy

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

**Doing Business in Emerging Markets** offers a conceptual framework for analyzing emerging markets from multiple perspectives in order to prepare business leaders to address the challenges of succeeding in a globalized world.

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

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Offered By</th>
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<tbody>
<tr>
<td>Deal Making in China and Asia</td>
<td>Kellogg-HKUST</td>
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<tr>
<td>Creating and Managing Strategic Alliances</td>
<td>Kellogg in Miami</td>
</tr>
<tr>
<td>Digital Strategy: Individual and Organizational Transformation for a Digital Age</td>
<td>Kellogg-Schulich</td>
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<tr>
<td>Business Environment in Europe</td>
<td>Kellogg-WHU</td>
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<tr>
<td>US Healthcare Strategy</td>
<td>Kellogg in Evanston</td>
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<tr>
<td>Incentives, Strategy and Organization</td>
<td>Kellogg in Miami</td>
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The curriculum integrates all managerial functions and disciplines with strong emphasis on the international aspects of business administration. It is organized in three tiers of courses, starting with preparatory workshops in statistics and mathematics, continuing with MBA core courses and culminating with advanced and elective courses. Participants are required to complete 28 courses.

While core courses are rarely replaced, elective and advanced course offerings might change from year to year. Some of the elective courses are offered during the global elective weeks at the Kellogg global partners schools around the world.

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

Leadership and Organization 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.

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.

Management Accounting
offered by Kellogg-WHU

Leading High-Impact Teams
offered by Kellogg in Evanston

Visualization for Persuasion
offered by Kellogg-Guanghua & in Evanston

Recruiting and Retaining Talent in Growth Companies
offered by Kellogg in Evanston

Leading and Managing Diverse Organizations
offered by Kellogg in Miami

Selling Yourself and Your Ideas
offered by Kellogg in Evanston / San Francisco

Launching and Leading Startups
offered by Kellogg in Evanston

Leading Organizational Transformation
offered by Kellogg in Miami
Business Foundation Disciplines

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

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

**An 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.

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**Marketing**

**Marketing Management** introduces the market-driven company and customer-focused organization, and presents current theories and practices of marketing management.

**Strategic Marketing Decisions** uses a computer simulation to give students the experience of running a business, making marketing decisions and gaining support for their recommendations.

**Marketing Strategy for New Products** focuses on developing, refining, and executing the organization’s story in the marketplace.

**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).

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<td>Strategic Brand Management</td>
<td>Kellogg in Miami / Lisbon</td>
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<tr>
<td>Understanding Consumer Psychology</td>
<td>Kellogg-HKUST</td>
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<tr>
<td>Strategy Beyond Markets</td>
<td>Kellogg Miami</td>
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<tr>
<td>Price Management</td>
<td>Kellogg-WHU</td>
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<tr>
<td>Advertising Strategy</td>
<td>Kellogg in Miami</td>
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<tr>
<td>Strategic Marketing Decisions</td>
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**World Economy** offered by Kellogg in Miami

**The Analytics Edge** offered by Kellogg-WHU

**Law and the Corporate Manager** offered by Kellogg in Evanston
Finance

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

**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.

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**Operations, Innovation and 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 the service and manufacturing sectors.

**Operations Strategy** concerns executive-level operations decisions, providing you with a framework to formulate an operations strategy and analyze, value, and optimize 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, namely, 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: The Business of Innovation** introduces the venture capital (VC) industry, presenting and discussing the players of the industry and their respective roles. Participants experience the life cycle of investment decision making and learn the VC game plan and best practices of the industry.

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<td><strong>International Finance</strong></td>
<td>Kellogg</td>
<td>Miami / Lisbon</td>
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<tr>
<td><strong>Contemporary Issues about Chinese Financial Markets and Institutions</strong></td>
<td>Kellogg-Guanghua</td>
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<tr>
<td><strong>Value Investing</strong></td>
<td>Kellogg-HKUST &amp; in Miami</td>
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<tr>
<td><strong>Mergers and Acquisitions Strategy</strong></td>
<td>Kellogg-Schulich</td>
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<tr>
<td><strong>Entrepreneurial Finance</strong></td>
<td>Kellogg-WHU</td>
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<tr>
<td><strong>Business Tax Strategy</strong></td>
<td>Kellogg-WHU</td>
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<tr>
<td><strong>FinTech Strategy: Innovations in Financial Services</strong></td>
<td>Kellogg in Evanston</td>
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<tr>
<td><strong>Entrepreneurial Finance and Venture Capital</strong></td>
<td>Kellogg in Evanston</td>
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<tr>
<td><strong>Mergers Acquisitions and other Reorganization Methods</strong></td>
<td>Kellogg in Evanston</td>
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<tr>
<td><strong>Strategies for Growth</strong></td>
<td>Kellogg Evanston / London</td>
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</table>
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 the right balance between networks and knowledge.

It is relatively small - just 35 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 nonprofit organizers, and professionals from real estate, technology, medicine and law.

If most executives are six degrees of separation from the riches knowledge and influence contacts, the KR program will put you at two degrees of separation.”
Aharon (Roni) Ofer  
Professor of Finance  
Coller School of Management  
Tel Aviv University

"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."
Faculty

Teaching at the Kellogg-Recanati International Executive MBA Program is done primarily by selected senior members of the Kellogg Global Network and Coller faculties.

The community of teachers is an esteemed group of scholars and practitioners who provide rich international experience in professional management problems and practices.

Faculty members combine real-world and academic knowledge of management problems to augment their theoretical training.

Eric T. Anderson
Hartmarx Professor and former Chair of the Marketing Department, Kellogg School of Management, Northwestern University.
Director of the Center for Global Marketing Practice.
Areas of Expertise: pricing strategies, channel management, effects of price promotions, sale signs, nine endings and installment billing using large-scale field tests.

David Austen-Smith
Peter G. Peterson Professor of Corporate Ethics, and Professor of Political Science and Economics, Northwestern University.
Areas of Expertise: ethics, political economy / design, voting systems.

Achal Bassamboo
Charles E. Morrison Professor and the co-director of the MMM program, a dual-degree program between Kellogg and Segal Design at the McCormick School, Northwestern University.
Areas of Expertise: applied probability and stochastic models; stochastic systems: performance analysis and optimal control; revenue management; operations management; empirical operations.

Sunil Chopra
(Northwestern University)
IBM Professor of Operations Management and Information Systems.
Areas of Expertise: cycle time management, manufacturing, optimization, reengineering, response time

James Conley
Clinical Professor of Technology, Northwestern University.
Areas of Expertise: strategic issues in managing intellectual property.

Timothy Feddersen
Wendell Hobbs Professor of Managerial Politics, Northwestern University.
Areas of Expertise: corporate social responsibility, crisis management, political economy / design, public management, strategy in non-market environments, voting systems.

Larry Franklin
Adjunct Professor of Finance, Business Law, and Management, Hong Kong University of Science & Technology (HKUST).
Visiting Professor of Finance & International Management, MIT Sloan School of Management (Fall, 2002).
Areas of Expertise: finance, investment, venture capital, business law and applied international strategy.
Boaz Galinson
MBA in Finance from Tel Aviv University.
Areas of Expertise: financial risk management, statistics mathematics, operational research.

Yuval Kalish
Academic Director of the Executive MBA Programs. Clinical Professor of Leadership, Tel Aviv University.
Areas of Expertise: social networks, leadership and inter-organizational learning.

Lakshman Krishnamurthi
Montgomery Ward Distinguished Professor of Marketing; Academic Director of the Executive Program on Pricing Strategies & Tactics. Northwestern University.
Areas of Expertise: brand management, business to business markets, international marketing, marketing management, marketing research, marketing strategy / planning / policy, new product development.

Leo Leiderman
Jack and Lisa Yael Professor of Comparative Economics, Tel Aviv University.
The Chief Economic Advisor of Bank Hapoalim, the largest commercial bank in Israel.
Areas of Expertise: macroeconomic policy, monetary theory, international finance, inflation targeting, exchange-rate regimes, and capital inflows to emerging market economies.

Eyal Maoz
Associate Dean for Teaching and the Curriculum, Faculty of Business, Ono Academic College.
Doctor of Philosophy (Ph.D.) in Marketing from Northwestern University.
Areas of Expertise: marketing strategy, new product development and marketing research.

Victoria Mdevec
Adeline Barry Davee Professor of Management and Organizations, Northwestern University.
Co-Founder and the Executive Director of the Center for Executive Women at the Kellogg School and the CEO of Medvec and Associates, a consulting firm focused on high stakes negotiations and strategic decisions.
Areas of Expertise: judgment and decision-making with a particular emphasis on how people feel about the decisions they have made; research in both independent decision-making and interdependent decisions within the context of negotiations.

Aharon (Roni) Ofer
Professor of Finance. Tel Aviv University.
Areas of Expertise: corporate finance, capital structure, dividend policy, portfolio management, valuation, value-based management.
Beppino Pasquali
Canadian Chartered Professional Accountant (CPA, CA), York University.
Areas of Expertise: accounting and taxation for small to medium sized companies. He advises clients in achieving growth and shareholder value.

Nicola Persico
John L. and Helen Kellogg Professor of Managerial Economics and Decision Sciences, Northwestern University.
Areas of Expertise: contract theory, economics of organizations, political economy/design, labor economics, microeconomics, game theory.

Artur Raviv
Alan E. Peterson Distinguished Professor of Finance, Northwestern University.
Areas of Expertise: corporate finance, economics of uncertainty, informational economics and industrial organization.

Ronen Nir
General partner at viola venture
His investment areas of focus include SaaS, big data, cyber security and internet. He holds a B.A. (Com Laude) in Economics and Middle-East history from Tel Aviv University, and an M.Sc in Technology Management from the University of Maryland University College (UMUC).

Mohanbir Sawhney
Clinical Professor of Marketing, Director of the Center for Research in Technology & Innovation, Northwestern University.
Areas of Expertise: entertainment marketing, high-tech marketing, information technology, marketing management, media marketing, technology.

Jeroen Sweinkels
Richard M. Paget Professor of Management Policy, Northwestern University.
Areas of Expertise: contract theory, economic theory, economics of organizations, game theory, information economics.

Leigh Thompson
J. Jay Gerber Distinguished Professor of Dispute Resolution and Management, Northwestern University.
Areas of Expertise: creativity and innovation, cross-cultural negotiations, group decision-making, group dynamics, innovation, leading high-impact teams, negotiations, psychology teams.

Manuel Trajtenberg
Professor of Economics, Tel Aviv University.
Founder and first Chairman of the National Economic Council at the Prime Minister’s Office, and Chief Economic Advisor to the Prime Minister, Chairman of the Planning and Budgeting Committee of the Council for Higher Education and member of the Knesset.
Areas of Expertise: The economics of Science, technology and innovation, industrial organization, growth, the economics of patents.
Thorsten Sellhorn
Professor of Accounting
Ludwig-Maximilians-Universität, Munich/Germany

Noam Shamir
Assistant Professor of Operations, Tel Aviv University.
Areas of Expertise: operations economics, supply-chain management, operations-marketing interface, operations strategy.

Ithai Stern
Professor of Management and Organizations, INSEAD.
Areas of Expertise: strategic choices, corporate governance, organizational evolution, diversification, and inter-organizational alliances in technology-intensive industries.

Nicole Stephens
Associate Professor of Management and Organizations, Northwestern University.
Areas of Expertise: the sociocultural patterning of mind and behavior; the sources of social class, racial/ethnic, and gender disparities in higher education and the workplace; developing interventions to leverage the benefits of diversity in organizations.

Brian Uzzi
Professor of Management and Associate Professor of Sociology, Northwestern University.
Areas of Expertise: behavioral finance, creativity and innovation, innovation, social media, social networks.

Florian Zettelmeyer
Nancy L. Ertle Professor of Marketing, Northwestern University.
Founder and director the Program on Data Analytics at Kellogg, the school's Big Data and Analytics initiative.
Areas of Expertise: marketing analytics, big data, marketing implications of consumer search and uncertainty, industrial organization, pricing, Internet, environmental economics.

Tally Zingher
CEO at Dawsat; Fellow, Middle East Leadership Initiative at the Aspen Institute
Specialties: entrepreneurship, international law, economic development, human rights, corporate law, middle eastern studies.
Larry Franklin
Adjunct Professor of Finance, Business Law and Management
Kellogg-HKUST Executive MBA Program
Hong Kong University of Science & Technology (HKUST)

“As a teacher who belongs to the faculty of HKUST, one of Kellogg’s global EMBA partners, I draw on my extensive research, consulting and teaching experience, and deliver real-world, real-world 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.”
“Teaching at the Kellogg-Recanati International Executive MBA Program is a highlight of my teaching year. The students are willing to challenge both each other and me, to debate and think, and to change their minds. They do so with vigor but with respect and a sense of fun. They bring formidable intelligence and experience, and astounding energy and engagement into the classroom. The diversity of the class creates room for some truly fascinating insights to arise. I always learn something new.”
Admission Process Considerations

Admission to the program is competitive. Admission decisions are based on the applicant’s entire portfolio, including academic achievements, nature of professional experience and potential, position, letters of recommendation, language fluency, and GMAT scores if submitted.

In addition to academic potential, the Admission Committee considers these factors:

- Does the applicant’s organizational sponsor consider that he or she has outstanding promise and potential within the organization?
- Does the applicant 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 applicant have both the time and the motivation to make a two-year commitment to attend classes and prepare assignments?

In forming a class, the Admissions Committee seeks to ensure diversity of participants’ skills and backgrounds, and comparable levels of their managerial experience.

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

Requirements

To be considered for the program, applicants must have:

- Substantial managerial and professional experience (seven years or more) and a senior position in the organization.
- 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.
- Time sponsorship and/or tuition sponsorship by the employing organization.
- At least two letters of recommendation.
- All applicants must prove their English-language proficiency validated through an Amir test or a TOEFL exam. The minimum score required in the TOEFL exam is 29 and in the Amir test it is 234.

Exceptions:

1. Students who completed their studies at an American high school or a high school in an English-speaking country.
2. Holders of a BA degree from a recognized institution located in an English-speaking country, where the language of instruction is English.
3. Holders of a BA degree from a recognized Israeli higher education institution.

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

Applications are to be submitted online on the program’s website, where you will find the application forms, together with detailed information about the application process.

- Applications to the program should be submitted five months prior to the beginning of the academic school year. Early application is advisable, since enrollment is limited and qualified applicants are accepted on a first-come first-served basis.

- Upon receipt and basic review of your application forms, we will contact you and schedule an hour-long academic interview as well as an alumni interview.

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 abroad.

Each participant is entitled to join one Global Elective Week abroad. Participants pay airfare and ground transportation for the live-in weeks that are conducted abroad as well as the cost of obtaining visas.

Join the World-Class

We hope that you have enjoyed learning about the Kellogg-Recanati International Executive MBA Program and will continue to keep up-to-date through the program’s website.

In the insert attached to this brochure, you will find the tentative calendar of the next class and details of the admission process.

You can also learn about the Kellogg-Recanati experience by joining one of our information sessions at the times announced on the website.

Our team will of course always be pleased to provide you with any additional information on the program you may require. All you have to do is contact us.