

Instructor	Course	Course Number	yas	Module	Day	Hour
Full Semester November 3, 2024 - February 9, 2025						
Peter Zubcsek	Marketing Analytics	1231.3421.01	2	Full semester	Friday	8:00-10:45
Shai Harel	Entrepreneurship 101	1231.3668.01	1	Full semester	Wednesday	18:45-20:00
Module 1 (First Half) November 3 - December 20, 2024						
Lior Zalmanson	User Engagement in Online Enviroments	1242.3283.01	1	1	Friday	11:00-13:45
Peter Zubcsek	Pricing Strategy	1231.3412.01	1	1	Tuesday	18:45-21:30
Shachar Reichman	Digital Experiments (Mixed Online)	1242.3272.01	1	1	Wednesday	18:45-21:30
Sofaer Program Courses						
David Zvilichovsky	Introduction to Entrepreneurship and the Israeli High Tech Ecosystem		1	1	Thursday	16:45-19:30
Lisa Bahar	Navigating in the Hi-tech Sector	1238.3127.01	1	1	Tuesday	11:30-14:15
Module 2 (Second Half) December 22, 2024 - February 9, 2025						
Jacob Mendel	Fundamentals of Blockchain (Online Course)	1231.3859.01	1	2	Sunday	18:45-21:30
Peter Zubcsek	Networked Markets and Graph Analytics	1231.3461.01	1	2	Monday	15:45-18:30
Jackie Goren	Doing well while doing good - Social Entrepreneursh	1231.3725.01	1	2	Tuesday	18:45-21:30
Dr. Daniel Rouach & Ron Waldman	Competitive Intelligence & Technology Transfer	1242.3269.01	1	2	Thursday	15:45-18:30
Moran Lazaar	Navigating the idea journey	1264.3232.02	1	2	Wednesday	15:45-18:30
Sofaer Program Courses						
Hila Dotan	Negotiations in New Venture Creation	1238.3125.01	1	2	Monday	12:00-15:00