



# THE FIRST COHORT OF FUTURE CHANGE MAKERS STARTS AT TAU'S NEW INTERNATIONAL BACHELOR'S DEGREE IN MANAGEMENT AND LIBERAL ARTS



The new program offers an innovative interdisciplinary management program to prepare students with in-demand skills for a successful career as future entrepreneurs in business



is lively and hosts various amenities that help students thrive. I had many options to study in English, but nothing caught my eye until I learned about the reputation of Tel Aviv University". – David Moss, 1st-year student, South Africa

"The program is the perfect balance for me, allowing for creative and mathematical, logical thinking. All the classes are interesting, and I've already learned so much. Tel Aviv University has so much going on for students, not only in academics but also in social events, guest speakers, and so much more. It's nothing like any other degree I can think of; it truly is experiencing differently." – Tyla Shur, 1st-year student, South Africa:

## WHY MANAGEMENT & LIBERAL ARTS?

Starting last Fall, for the 2022/2023 academic year, the program immerses students in a 3-year dual degree program to prepare them for a wide range of management roles in business while providing them with a liberal arts education.

"More and more students are looking for the multidisciplinary angle for their studies," Prof. Noam Reisner, head of the Liberal Arts program, comments. "Instead of having this approach where it's an either-or situation, where you either choose a degree that will possibly provide a more defined career option or one that follows some of your other interests in the humanities, this dual degree means students don't need to make that choice. They can do both." Students pick from a choice of liberal arts tracks in conjunction with studying management, including psychology, digital culture and communications, philosophy, literature, Jewish-Israel studies, Middle Eastern studies, entrepreneurship, and life sciences.

## GLOBAL VILLAGE

The first cohort arrived on campus this past October. They welcomed 24 students, ages 18-25, from all corners of the world, including Italy, Netherlands, Ukraine, Colombia, Brazil, South Africa, Russia, and the US.

Orientation was filled with opportunities for the students to get to know each other and the faculty and staff who will be accompanying them for the next three years. The academic year then started with a mix of courses from both the management and liberal arts departments. From activities like a drum circle, marshmallow spaghetti tower building, and enriching classes, the cohort dove straight into learning and life at Tel Aviv University.

## WHAT DO THE FUTURE CHANGE MAKERS ACTUALLY THINK?

With students from all over the world, some South African students share their experiences.

"I love both the challenges of practicing the theory behind management and the creativity that liberal arts provide. The campus

## INTIMATE LEARNING

Intimate class sizes are another aspect that attracts prospective students in addition to a range of diversified classes.

The academic head of the program, Prof. Shai Danziger, is committed to keeping classes small to allow students a more personal and customized education, something missing from other larger universities. "I want prospective students to realize that they will be treated individually," Danziger mentioned.

Students also have access to exciting student exchange opportunities. Tel Aviv University has exchange programs with many top universities and business schools worldwide, including Bocconi University, Peking University, the Australian Graduate School of Management (AGSM), and Northwestern University, to name a tiny fraction of the schools.

The program is currently open for applications for 2023-24 academic year.

**For more information, curriculum, admissions, tuition/funding, and to book a call with the program admission team, visit [www.international.tau.ac.il](http://www.international.tau.ac.il).**

