

Bachelor of Business Administration

Undergraduate Catalog

2026–2027

Yeshiva University — Yeshiva University-School of Professional Studies

Wilf Campus: Belfer Hall, 4th Floor, New York, NY | (212) 960-5400

Email: yuibba@yu.edu

About This Catalog

This catalog supersedes all previous catalogs and academic information and policies and is binding on all enrolled Bachelor of Business Administration students at Yeshiva University. It was prepared on the basis of the best information available at the time of publication. YU reserves the right to change policy and procedures without prior notice. Policies and other provisions of this catalog may also be changed due to unforeseen circumstances. However, students may continue a course of study in effect at the time they enrolled provided that no more than the normal period is taken to complete the program.

This catalog, posted on the YU website, is the official catalog. Printed versions are copies of the catalog. If there are corrections or changes, they will be published on the YU website as dated revisions indicating the changes from previous versions. This catalog was updated as of September 2, 2026.

For all Yeshiva University policies not addressed in this catalog — including academic policies, university-wide student conduct, safety and security, non-discrimination, FERPA, and general resources and services — please refer to the Yeshiva University Undergraduate Catalog: <https://yu.smartcatalogiq.com/en/current/university-catalog>.

Welcome to the Yeshiva University Bachelor of Business Administration

The Bachelor of Business Administration in Global Business and Innovation is a new online, undergraduate degree program that allows students to earn a full Yeshiva University bachelor's degree while living and learning in Israel. Students will be taught business curriculum by Yeshiva University faculty through a blend of synchronous and asynchronous online coursework. Separate tracks are offered for men and women.

The four-year, 120-credit curriculum covers accounting, finance, marketing, management, entrepreneurship, and data analytics, alongside a liberal arts and sciences core and continued Jewish studies. Coursework is designed to prepare graduates for careers in Israel, the United States and global markets, providing flexibility to also engage in Torah learning while pursuing the degree. Students complete a capstone in artificial intelligence and global business in their final semester.

Graduates receive a Bachelor of Business Administration from Yeshiva University, held to the same academic standards as all Yeshiva University undergraduate degrees.

Program Codes

All programs are registered by the New York State Education Department and meet its educational requirements.

HEGIS Code	CIP Code	Title	Degree
0506.00	52.0201	BBA in Global Business and Innovation	Bachelor

Program Description

BBA in Global Business and Innovation

Program Purpose

The Global Business and Innovation major integrates core business foundations with coursework in innovation strategy and analytics. The program equips students with creative and quantitative skills to identify opportunities, analyze complex information, and develop effective solutions to organizational challenges. Areas of study include marketing,

entrepreneurship, and data analytics, preparing graduates to lead and adapt in dynamic, data-driven, and global business environments.

Program Objectives

- 1. Apply Core Business Competencies** — Use knowledge of accounting, finance, marketing, management, and operations to evaluate and address organizational challenges.
- 2. Leverage Innovation in Global Contexts** — Design and recommend strategies, products, or processes that drive growth and respond to opportunities in international markets.
- 3. Collaborate Across Cultures** — Communicate and work effectively with diverse teams and stakeholders to achieve strategic business objectives.

Program Overview

- **Degree Award:** Bachelor of Business Administration (BBA)
- **Total Credits:** 120
- **Program Format:** Distance Education
- **HEGIS Code:** 0506.00
- **Academic Calendar:** Semester (15-week terms)
- **Full-time/Part-time:** Full-time
- **Credit Distribution:** Liberal Arts & Sciences: 58 | Major: 54 | Elective & Other: 8

Sample Program Schedule

The following sample schedule shows how a typical full-time student may progress through the program. Students take 15 credits per semester across eight semesters.

FALL 1 (15 credits)

Course	Credits	Prerequisite(s)
Jewish Studies courses (see Jewish Studies course options)	15	—

SPRING 1 (15 credits)

Course	Credits	Prerequisite(s)
Jewish Studies courses (see Jewish Studies course options)	15	—

FALL 2 (15 credits)

Course	Credits	Prerequisite(s)
Math for Business	3	—
Accounting Principles I	3	Math for Business pre/coreq
Principles of Strategy	3	—
Principles of Economics	3	—
Spreadsheet 101	1	—
Hebrew Level I (if not placed Hebrew III*)	2	—

SPRING 2 (15 credits)

Course	Credits	Prerequisite(s)
Statistics for Business	3	Math for Business
Accounting Principles II	3	Accounting Principles I and Spreadsheet 101 and Math for Business
Principles of Marketing	3	Math for Business

Course	Credits	Prerequisite(s)
Hebrew II (if not placed Hebrew III*)	2	Hebrew I
Principles of Business Analytics	3	Math for Business and Spreadsheet 101
Business Internship	1	—

FALL 3 (15 credits)

Course	Credits	Prerequisite(s)
Introduction to Psychology	3	—
Business Hebrew	3	Hebrew II or Hebrew III
Ethical and Legal Environment in Business	3	—
Principles of Entrepreneurship	3	Principles of Strategy
Buyer Behavior	3	Principles of Marketing

SPRING 3 (15 credits)

Course	Credits	Prerequisite(s)
Business Communication (Israel-focused)	3	Business Hebrew
Principles of Finance	3	Accounting Principles I, Principles of Business Analytics, and Statistics for Business
International Economics	3	Principles of Economics
Organizational Behavior	3	Principles of Strategy
Startup Strategy	3	Principles of Strategy (and suggested Principles of Entrepreneurship)

FALL 4 (15 credits)

Course	Credits	Prerequisite(s)
International Business	3	Principles of Strategy
Investment Analysis	3	Principles of Finance
Modern Israel & Startup Marketing	3	Principles of Strategy and Principles of Marketing
Archaeology of Israel	3	—
Business Analytics & Programming	3	Statistics for Business or Principles of Business Analytics

SPRING 4 (15 credits)

Course	Credits	Prerequisite(s)
Capstone: AI in Global Business & Innovation	3	Accounting Principles I, Principles of Strategy, Principles of Finance, Business Analytics & Programming, Principles of Marketing
Digital Media Marketing	3	Principles of Marketing
Data Visualization	3	Principles of Business Analytics
Modern Israel	3	—
Project Management	3	Principles of Strategy, Principles of Marketing and Principles of Business Analytics

*Students who place in Hebrew III are required to take 2 credits of electives to meet the 120 credits required to graduation.

BBA-Specific Academic Policies

The provisions below apply specifically to the BBA program and either supplement or, where noted, override the corresponding university-wide policy. For all other academic policies — including the Academic Calendar, Attendance,

Grading System, Prerequisites, Course Substitutions, Registration, Withdrawal from a Course, Records and Transcripts, Graduation Information, Leaves of Absence, Readmission, and Academic Integrity — please refer to the [Yeshiva University Undergraduate Policies](#).

Course Auditing

The BBA program does not allow course auditing.

Continuous Status

Students must maintain continuous registration with the program until graduation. Any student who neither registers nor secures an official leave of absence for any semester will be considered withdrawn from the BBA program.

Course Sequencing and Progression

The BBA program follows a prescribed cohort-based curriculum. Students' progress through the program with their cohort and are expected to complete courses in the designated sequence. Students who do not successfully complete a required course may need to retake the course when it is next offered, which may place them out of sequence with their cohort. As a result, completion of degree requirements and expected graduation may be delayed.

Eligibility for Graduation

BBA students must have a minimum of 120 credits and a cumulative 2.000 GPA to graduate and no lower than a "C-" in each course. All other graduation requirements — application procedures, conferral dates, diploma issuance — follow the university-wide policy.

Academic Standing and Dismissal

Dismissal at the End of the First Semester. If in the first semester of study, a student earns two grades below "C-" ("F," "D-," "D," or "D+"), or has a term GPA below 2.000, the student will be dismissed from the program unless otherwise determined by the Senior Executive Director in their discretion.

Probation. A student with a cumulative GPA below 2.000, or a term GPA below 2.000 for any semester, may be placed on academic probation beginning in the following semester.

Probation Advisement. Students on probation will receive a letter from the Senior Executive Director outlining the reason for probation and scheduling a performance review meeting. After the meeting, the student will be provided with a success plan by the Senior Executive Director or Director of Student Affairs, the terms of which must be met to return to good academic standing. The student must sign and return the letter acknowledging their understanding and responsibilities.

Dismissal Following Probation. While on probation or afterwards, if a student has a cumulative GPA below 2.000 or a term GPA below 2.000 for any semester, the student may be dismissed from the program.

Student Advisement

BBA students should schedule appointments to meet with the Director of Student Affairs YUI-StudentLife@yu.edu at midterm and the end of each semester at a minimum to evaluate academic and professional progress within the BBA program.

Student Remediation

If a student is recognized by faculty or staff to be deficient academically, the student will be referred to a Learning Success Specialist. Students may also seek academic support on their own by scheduling an appointment with the Learning Success Specialist. Upon receipt of a referral, the Learning Success Specialist will meet with the student and develop a remediation plan with measurable goals. Academic support sessions will be held per the requirements of the plan, and additional sessions may be held at the discretion of the Learning Success Specialist.

Examination Policy

Missed Examination or Quiz. Make-up examinations may be given at the faculty's discretion in extraordinary circumstances as per the course syllabus.

Final Examinations. Final examinations follow the Yeshiva University Final Exam policy. See: <https://yu.smartcatalogiq.com/en/current/university-catalog/university-policies/undergraduate-policies/final-exam>.

Student Life

The Office of Student Life supports each BBA student's undergraduate experience and is led by the Director of Student Affairs. Although the business and secular academic components of the program are delivered online, students are based in Jerusalem and are full members of the Yeshiva University community. The Director of Student Affairs is available in person in Jerusalem and by video conference, phone, and email: YUI-StudentLife@yu.edu

Torah Studies

Torah learning is a distinctive feature of our Jewish our heritage and educational philosophy. Although non-credit bearing, students are expected to participate in Torah learning opportunities offered throughout the academic year, including shiurim, chavruta learning, and religious experiences led by rabbis and educators. Participation supports the program's community and educational mission and provides students with opportunities for spiritual growth and personal development.

Residence Life

Optional student housing is available in Jerusalem for BBA students who wish to live in a program-affiliated residence. Men are housed on the Gruss campus; women are housed at the Nefesh B'Nefesh residence on King George Street. Housing is not required at any point in the program, and students who prefer independent accommodations are responsible for arranging their own. Questions about housing should be directed to the Director of Student Affairs. YUI-StudentLife@yu.edu

Counseling and Wellness

BBA students will have access to counseling and wellness services once enrolled.

Professional Development and Career Services

BBA students have access to the Shevet Glaubach Center for Career Strategy and Professional Development for individualized career counseling, resume and interview preparation, job and internship search assistance, and graduate school application guidance.

Student Engagement and Activities

BBA students form a cohort community in Jerusalem and are encouraged to engage with fellow students through program-sponsored events, guest speakers, and gatherings at the beit midrash and at other University affiliated locations. Students may also contribute to Yeshiva University's student publications and participate in YU-wide virtual programming; see the University catalog for details.

BBA Health Requirements

Health Insurance

All students enrolled in **more than 6 credits** must maintain health insurance coverage throughout their enrollment. Israeli citizens are generally covered through Israel's national healthcare system. Students who are not covered through Israel's national healthcare system must obtain private health insurance. For information about recommended health insurance providers, please contact YUI-StudentLife@yu.edu. Proof of health insurance coverage may be required by the University.

For more information on health insurance, please visit: <https://www.yu.edu/student-life/resources/health>

BBA Program Contacts

- **Program Office:** yuiprogram@yu.edu
- **Academic Programs Team:** yuibba@yu.edu
- **Student Affairs and Student Life:** YUI-StudentLife@yu.edu
- **Disability Services (Wilf):** wilfODS@yu.edu

- **Wilf Campus:** Belfer Hall, 4th Floor, New York, NY | (212) 960-5400
- **Gross Campus:** 40 Baruch (Barukh) Duvdevani Street, Bayit Vegan, Jerusalem, Israel | +972-2-531-3000

For All Other University Policies

The following topics apply to all Yeshiva University undergraduate students and are maintained centrally in the Yeshiva University Undergraduate Catalog. Please refer to the main catalog for full policy text:

- About Yeshiva University: <https://yu.smartcatalogiq.com/en/current/university-catalog/about>
- University Policies (Equal Opportunity, Accreditation, Non-Discrimination and Anti-Harassment, Accommodations for Students with Disabilities, Student Conduct and Student Rights, Privacy/FERPA, Use of the University's Name): <https://yu.smartcatalogiq.com/en/current/university-catalog/university-policies>
- Undergraduate Academic Policies (Academic Calendar, Attendance, Grading System, Prerequisites, Course Substitutions, Registration, Withdrawal from a Course, Records and Transcripts, Graduation Information, Leaves of Absence, Readmission, Academic Integrity, and more): <https://yu.smartcatalogiq.com/en/current/university-catalog/university-policies/undergraduate-policies>
- Campus Safety (Clery Act reporting, emergency readiness, sex offender registry information): <https://yu.smartcatalogiq.com/en/current/university-catalog/campus-safety>
- Student Affairs and Student Life: <https://yu.smartcatalogiq.com/en/current/university-catalog/student-affairs>
- Resources and Services (Career Center, Counseling Center, Disability Services, Health Services, Library Services): <https://yu.smartcatalogiq.com/en/current/university-catalog/resources-and-services>
- Tuition and Financial Aid: <https://yu.smartcatalogiq.com/en/current/university-catalog/tuition-and-financial-aid>
- Undergraduate Admissions: <https://yu.smartcatalogiq.com/en/current/university-catalog/undergraduate-admissions>
- Jewish Life: <https://yu.smartcatalogiq.com/en/current/university-catalog/jewish-life>

YC Jewish Studies Courses

Courses that may be used to fulfill the [Yeshiva College Jewish Studies requirements](#) in the Program Schedules are listed below.

(Bible BIB; Judaic Studies JUD Jewish History JHI; Jewish Philosophy JPH).

subj	number	abbreviated title	credits
BIB	2000	Genesis	2
BIB	2020	Exodus	2
BIB	2080	Deuteronomy	2 TO 3
BIB	2120	Judges	2
BIB	2500	Isaiah	2 TO 3
BIB	2520	Jeremiah	2
BIB	2540	Ezekiel	2
BIB	2560	Amos and Hosea	2
BIB	2580	Seven of the Tre Asar	2
BIB	2700	Psalms	2 TO 3
BIB	2740	Job	2
BIB	2800	Daniel	2 TO 3
BIB	2810	Prophecies for Bayit Sheini	2
BIB	4930	Topics in Bible	2
HAL	4991	Topics in Halakhah I	1 TO 3
HAL	4992	Topics in Halakhah II	1 TO 3
HAL	4993	Topics in Halakhah III	1 TO 3
HAL	4994	Topics in Halakhah IV	1 TO 3
HEB	1010	Hebrew Level 1	2
HEB	1020	Hebrew Level 2	2
HEB	1030	Hebrew Level 3	2
HEB	1040	Readings in Biblical Hebrew	3
HEB	1043	Israeli Society & Language	3
HEB	1310	Advanced Hebrew Morphology	2 TO 3
JHI	1300	Medieval Jewish History	3
JHI	1342	Jews in Medieval Spain	2
JHI	1400	Modern Jewish History	3
JHI	1465	History of NYC's Jews	3
JHI	1510	Modern Israel	3
JHI	2103	Spanish Inquisition	3
JHI	2162	German&Jew:Enlight-Nazi Dictat	3
JHI	2303	History of Palestine	3
JHI	2430	Drashot-Eastern European Jewry	2
JHI	2813	Arch of Titus	2
JHI	4930	Topics:	3
JTH	2340	The Land of Israel	1 TO 6
JTH	2341	The Land of Israel 2	1

JTH	2450	The Tanya	1 TO 6
JTH	4991	Topics in Jewish Thought I	1 TO 10
JTP	1214	Suffering and Evil	3
JTP	1270	Remembering Comm Catastrophe	2
JTP	1300	Bib Interpretation & Int Free	2
JTP	1350	Death, Dying, & the Good Life	2
JTP	1362	Maimonides and His Enemies	3
JTP	1363	Themes in Ramban	2
JTP	1430	Thought of Rabbi Soloveitchik	3
JTP	1465	Rav Kook	1 TO 3
JTP	4930	Topics:	2 TO 3
TAN	4991	Topics in Tanakh I	1 TO 10
TAN	4992	Topics in Tanakh II	1 TO 10
TAN	4993	Topics in Tanakh III	1 TO 10
TAN	4994	Topics in Tanakh IV	1 TO 10

