

Business Administration - Undergraduate

Please see the main Business Administration page (<http://bulletin.berkeley.edu/archive/2013-14/departmentsandsubjects/businessadministration>) for program and degree requirements.

UGBA C5/L & S C5 Introduction to Entrepreneurship 2 Units

Department: Business Administration - Undergraduate; Letters and Science; Undergrad. Business Administration

Course level: Undergraduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 2 hours of Lecture per week for 15 weeks.

Designed for students who wish to know about entrepreneurship, its importance to our society, and its role in bringing new ideas to market. Students will understand the entrepreneurial business process and how they might become involved in those processes in their future careers--in whatever direction those careers might lead. What is entrepreneurship? What is opportunity recognition and selection? How can you create competitive advantage? How do you focus on doing right and doing well?

UGBA 10 Principles of Business 3 Units

Department: Undergrad. Business Administration

Course level: Undergraduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 3 hours of Lecture and 1 hour of Discussion per week for 15 weeks.

This course provides an introduction to the study of the modern business enterprise. The course is taught in five modules, the order of which may vary from semester to semester. The first examines the role and governance of business enterprise in a market economy. The second concentrates on financial issues, while the third looks at the problems of managing people in organizations. The fourth examines product pricing, marketing, and distribution issues and the last concentrates on the international business environment.

Formerly known as Business Administration 10.

UGBA 24 Freshman Seminars 1 Unit

Department: Undergrad. Business Administration

Course level: Undergraduate

Terms course may be offered: Fall and spring

Grading: The grading option will be decided by the instructor when the class is offered.

Hours and format: 1 hour of Seminar per week for 15 weeks.

The Berkeley Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small-seminar setting. Berkeley Seminars are offered in all campus departments, and topics vary from department to department and semester to semester.

Course may be repeated for credit as topic varies. Course may be repeated for credit when topic changes.

UGBA 96 Lower Division Special Topics in Business Administration 1 - 4 Units

Department: Undergrad. Business Administration

Course level: Undergraduate

Terms course may be offered: Fall, spring and summer

Grading: Letter grade.

Hours and format: 2 to 4 hours of tutorial per week for 12 weeks. 2.5 hours to 7.5 hours of tutorial per week for 6 weeks.

Study in various fields of business administration for lower division students. Topics will vary from year to year and will be announced at the beginning of each semester.

Course may be repeated for credit when topic changes.

UGBA 98 Directed Group Study 1 - 4 Units

Department: Undergrad. Business Administration

Course level: Undergraduate

Terms course may be offered: Fall and spring

Grading: Offered for pass/not pass grade only.

Hours and format: 3 to 12 hours of group study per week.

Organized group study on topics selected by lower division students.