

Evening and Weekend MBA

Haas School of Business (<http://haas.berkeley.edu>)

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Program Website: Evening and Weekend MBA Program (<http://ewmba.haas.berkeley.edu>)

Overview

Business school is about developing you as a leader and teaching you fundamental business concepts. But the Berkeley MBA Program goes beyond that to offer you a special set of leadership skills that are extremely valuable in the global marketplace.

You will learn to become an innovative leader. Berkeley-Haas is uniquely positioned to deliver such leaders.

A General Management Education

Your Haas education is anchored in the fundamentals of general management, including the latest theories of and best practices in business – from accounting and finance to marketing and strategy. You learn to lead and manage an enterprise as a whole.

A Rigorous Curriculum

The Haas curriculum (<http://ewmba.haas.berkeley.edu/academics/curriculum.html>) provides you with a basic framework of qualitative, quantitative, analytical, strategic, and problem solving skills. It's rooted in the scientific disciplines of the university – economics, mathematics, social sciences such as psychology and sociology, and other areas.

Faculty Experts

Faculty members who are experts in these fields apply them toward increasing our knowledge of successful management, leadership, human behavior, organizational performance, and economic and market functions.

A Deeper Understanding

You not only gain knowledge about best business practices, but also learn about the fundamental principles behind them – the "how" and the "why." The Berkeley MBA program will make you think deeply and expand your understanding of the world.

A Leader Archetype in Sync with the Times

The goal of the Berkeley MBA Program is to develop you as an innovative leader. And a unique aspect of the Berkeley MBA innovative leadership approach is the conscious use of Haas School culture to shape how and what you learn

An Innovative Leader

We define this leadership archetype as an individual who drives growth by putting new ideas into action in every corner and every function of his or her organization, and who does so responsibly. Leaders of this kind define what's next, for our markets and for our societies.

Whether it is producing more fuel-efficient autos or creating new business processes, innovative leaders are the ones who will create opportunity from the major challenges facing the world.

Berkeley-Haas has been producing such leaders for many years. Now the school is sharpening its curriculum to deliver this kind of leader even more effectively.

A Supportive Culture and Environment

The school recently codified its culture into four defining principles (<http://haas.berkeley.edu/strategicplan/culture>), which are emphasized in the admissions process and actively integrated into the MBA curriculum. They are:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

The defining principles are heavily influenced by the school's location in the San Francisco Bay Area – the world's epicenter for innovation and entrepreneurship. And the principles are shaped by the culture of UC Berkeley, a world-class research generator with a legendary atmosphere of fresh thinking.

Curriculum

As a Berkeley MBA student, you will be immersed in a rigorous, comprehensive curriculum in which you master the essential skills of general management, from accounting and finance to marketing and strategy. You will build a basic framework in qualitative, analytical, strategic, and problem-solving skills.

Berkeley Innovative Leader Development (BILD)

BILD (<http://groups.haas.berkeley.edu/BILD>) is our strategy for developing innovative leaders—through culture, specific capabilities, and experiential learning.

Infused with the unique BILD perspective, the Berkeley MBA's rigorous general management curriculum teaches you to become a leader who can harness new ideas to create value for your firm. You acquire skills and qualities that enable you to drive growth to ensure your organization thrives.

First Year

Pre-Term

Prerequisite Courses

College-level Math

Orientation Weekend (Required)

The program kicks off with an informative and social orientation. During the mandatory weekend, you'll get to know other new students and gain a sense of what the classroom experience will hold. Held in August near the Berkeley campus, the New Student Orientation features team-building exercises, lectures and workshops on special topics.

The weekend is an introduction to life at Haas, focusing on class networking, leadership principles (<http://ewmba.haas.berkeley.edu/academics/innovation.html>), and getting to know your classmates. You'll also use the case study method that will feature prominently in your coursework at Haas to tackle a real-life business challenge.

Fall A & B (First Semester)

The Core

Required Core Courses A (First Half)

- Economics for Business Decision Making (Microeconomics)
- Leading People

Required Core Courses B (Second Half)

- Marketing Organization and Management
- Data & Decisions

Spring A & B (Second Semester)

The Core

Required Core Courses A (First Half)

- Financial Reporting (Accounting)
- Macroeconomics in the Global Economy

Required Core Courses B (Second Half)

- Leadership Communications
- Introduction to Finance
- Ethics

Second Year

Fall A & B (Third Semester)

Required Core Courses A (First Half)

- Quantitative Analysis for Business Decisions (Operations)
- Problem Finding, Problem Solving (PFPS)

Required Core Courses B (Second Half)

- Competitive Strategy
- Applied Innovation

Mid-Program Academic Retreat

During the second year of the program, students gather for an intense weekend of off-campus team competition and camaraderie, demonstrating the knowledge acquired in the first year-and-a-half of study. Students must attend the Mid-Program Academic Retreat (MPAR) in order to complete the Applied Innovation core course.

Spring Electives (Fourth Semester)

In your fourth semester, you are able to choose from a variety of electives that reflect the newest ideas, trends, and thinking in business.

Electives

Choice of two electives

Summer

You have the option of taking an elective course offered during the summer. You may also consider spending two weeks abroad in one of the school's Seminar in International Business (<http://haas.berkeley.edu/HaasGlobal/ewmba.html>) programs.

Third Year

In your third year, you complete your electives.

- Fall Elective Courses (Fifth Semester)
- Spring Elective Courses (Sixth Semester)
- Commencement

EW MBA 200C Leadership Communications 1 Unit

Department: Eve/Wknd Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 4 hours of lecture per weekend for 7 weeks or 3.5 hours of lecture per week for 9 weeks.

Leadership communication is a workshop in the fundamentals of public speaking in today's business environment. Through prepared and impromptu speeches aimed at moving others to action, peer coaching, and lectures, students will sharpen their authentic and persuasive communication skills, develop critical listening skills, improve abilities to give, receive, and apply feedback, and gain confidence as public speakers.

EW MBA 200P Problem Finding, Problem Solving 1 Unit

Department: Eve/Wknd Masters in Bus. Adm.

Course level: Graduate

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: 3 hours of lecture per week for 8 weeks.

Problem Finding, Problem Solving (PFPS) teaches basic skills drawn from the fields of critical thinking, design thinking and systems thinking that support innovation. Specifically, it covers ways of collecting information to characterize a problem, framing and re-framing that problem, coming up with a range of solutions and then gathering feedback to assess those solutions. Following Confucius's notion: "I hear and I forget. I see and I remember. I do and I understand." The class consists primarily of hands-on exercises to experiment with and learn the tools and techniques presented, applying them to the design and testing of alternative business models for start-up and other businesses.

EW MBA 200S Data and Decisions 2 Units

Department: Eve/Wknd Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 4 hours of lecture and 1.5 hours of discussion per week for 7 weeks.

The objective of this core course is to make students critical consumers of statistical analysis using available software packages. Key concepts include interpretation of regression analysis, model formation and testing, and diagnostic checking.

EW MBA 201A Economics for Business Decision Making 2 Units

Department: Eve/Wknd Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 4 hours of lecture per weekend for 7 weeks or 3.5 hours of lecture per week for 9 weeks.

Prerequisites: E204.

This course uses the tools and concepts of microeconomics to analyze decision problems within a business firm. Particular emphasis is placed on the firm's choice of policies in determining prices, inputs usage, and outputs. The effects of the state of the competitive environment on business policies are also examined.

Formerly known as Business Administration E201A.

EW MBA 201B Macroeconomics in the Global Economy 2 Units

Department: Eve/Wknd Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: Letter grade.

Hours and format: 4 hours of lecture per weekend for 7 weeks or 3.5 hours of lecture per week for 9 weeks.