

Berkeley Haas

GLOBAL ACCESS PROGRAM

Berkeley Haas Global Access Program Course Curriculum

To earn either the BHGAP Certificate (1 semester program) or the BHGAP Diploma Certificate (2 semester program), students will be required to complete the following:

BHGAP Certificate:

- Students must enroll in at least 12 units in all courses taken at the University of California.
- Students must complete a minimum of 9 units of BHGAP Curriculum, including automatic enrollment in BHGAP Core Courses.
- Students must complete a minimum of 1 unit of Concurrent Enrollment.

BHGAP Diploma:

- Students must complete all requirements for the certificate (see above).
- In the second semester, students will be automatically enrolled in BHGAP core courses.
- Students must complete at least 18 units of BHGAP curriculum over the course of their program.
 - *Courses will not be counted twice for credit.*
- Students must complete a minimum of 1 unit through the concurrent enrollment system each semester enrolled in the program.
- Students must complete a minimum of 24 units of courses taken at the University of California Berkeley.

In addition, all students must complete the following requirements:

- Students must successfully complete all course requirements with a grade of C or better.
- Students must earn a final program GPA of 2.5 or higher based on all courses taken at the University of California.
- *P/NP courses will not count towards your final GPA.
- Students can only earn one of the certificates named above.

Please note that not all courses will be offered each semester and are subject to change. If you have specific questions about any of the courses, please contact us at bhgap@berkeley.edu.

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Core Courses Fall 2021

BUS ADM X419.7 Thriving at Haas and Beyond

1 Unit, *Faculty Heidi Weller*

This course is a combination of one-on-one coaching sessions, company site visits, and cohort talks. *One-on-one coaching* provides highly individualized support to discuss topics ranging from personal development and growth to launching your career. *Site visits* give you an up-close experience with some of the world's most innovative and impactful companies so that you can connect classroom learning with real-time exposure to leading companies. *Cohort talks* provide insight into a range of expert opinions and experiences with specific topics including the changing face of corporate social responsibility, leadership excellence, and UC Berkeley Haas initiatives in diversity and inclusion. Requirements include consistent attendance to all three course elements, and completing two essays assigned during the semester.

UGBA XB196 Introduction to Entrepreneurship

3 units, *Faculty Aaron McDaniel*

This course offers students a taste of what it's really like to start a business. In addition to learning key foundational entrepreneurial concepts such as idea generation & evaluation, customer & product development, creating a business model, fundraising, marketing, and scaling & exiting a business, students will also hear from successful entrepreneurs who share their perspectives and best practices. Students will apply core concepts by working in teams to evaluate and select a venture idea that they will then develop throughout the semester.

EWMBA XB252 Negotiation and Conflict Resolution

3 Units, *Faculty Holly Schroth*

The purpose of this course is to understand the theory and processes of negotiation as practiced in a variety of settings. It is designed to be relevant to the broad spectrum of negotiation problems faced by managers and professionals. By focusing on the behavior of individuals, groups, and organizations in the context of competitive situations, the course will allow students the opportunity to develop negotiation skills experientially in useful analytical frameworks (e.g.- simulations, cases).

MBA XB296 Blockchain, and the Future of Technology, Business, and Law

1 Unit, *Faculty Gregory La Blanc*

Blockchain is one of the most significant technologies to impact technology and business in many years. Blockchain is also one of the most interdisciplinary areas, bringing together new questions and opportunities at the intersection of technology, business and law. This course is designed to employ this interdisciplinary nature. We will provide an overview of the technology behind blockchain and explore current and potential real-world applications.

Haas School of Business
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Elective Courses Fall 2021

MBA XB295C Opportunity Recognition: Technology & Entrepreneurship in Silicon Valley

3 Units, *Faculty Andrew Isaacs*

Gain the core skills needed to identify opportunities that can lead to successful, entrepreneurial high-technology ventures, regardless of your "home" skill set (technical or managerial). Take an in-depth examination of the most successful approaches for entrepreneurial companies as a function of markets and technologies. Emphasis is placed on the special requirements for creating and executing strategy in a setting of rapid technological change and limited resources. This course is particularly suited for those who anticipate founding or operating technology companies.

MBA XB264 High Technology Marketing Management

2 Units, *Faculty Peter Wilton*

High technology refers to that class of products and services which is subject to technological change at a pace significantly faster than for most goods in the economy. Under such circumstances, the marketing task faced by the high technology firm differs in some ways from the usual. The purpose of this course is to explore these differences.

MBA XB269 Pricing

3 Units, *Faculty Wasim Azhar*

This three-module course aims to equip students with proven concepts, techniques, and frameworks for assessing and formulating pricing strategies. The first module develops the economics and behavioral foundations of pricing. The second module discusses several innovative pricing concepts including price customization, nonlinear pricing, price matching, and product line pricing. The third module analyzes the strengths and weaknesses of several Internet-based, buyer-determined pricing models.

UGBA XB191L Leadership Communications

3 units, *Faculty Jennifer Caleshu*

Today's organizations demand leaders who communicate well. Leaders who communicate well are far more effective leaders in their organizations and in their communities. Successful leadership and effective speaking both demand authentic communication. Leaders need not only to communicate well, but also to communicate persuasively. They must be able to inspire others, create cooperation among those who work with them, advocate ideas and proposals within their organizations, and deliver the organizational message to those outside of the organization. Leadership Communications is a workshop in the fundamentals of connecting with others and presentation in today's business environment. The course focuses on authenticity, persuasion, and advocacy. Each

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student will deliver one PowerPoint presentation, three speeches (both impromptu and prepared), and will complete a final project.

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Core Courses Spring 2022

BUS ADM X419.7 Thriving at Haas and Beyond

1 Unit, Faculty Heidi Weller

This course is a combination of one-on-one coaching sessions, company site visits, and cohort talks. *One-on-one coaching* provides highly individualized support to discuss topics ranging from personal development and growth to launching your career. *Site visits* give you an up-close experience with some of the world's most innovative and impactful companies so that you can connect classroom learning with real-time exposure to leading companies. *Cohort talks* provide insight into a range of expert opinions and experiences with specific topics including the changing face of corporate social responsibility, leadership excellence, and UC Berkeley Haas initiatives in diversity and inclusion. Requirements include consistent attendance to all three course elements, and completing two essays assigned during the semester.

MBA XB295C Opportunity Recognition: Technology & Entrepreneurship in Silicon Valley

3 Units, Faculty Andrew Isaacs

Gain the core skills needed to identify opportunities that can lead to successful, entrepreneurial high-technology ventures, regardless of your "home" skill set (technical or managerial). Take an in-depth examination of the most successful approaches for entrepreneurial companies as a function of markets and technologies. Emphasis is placed on the special requirements for creating and executing strategy in a setting of rapid technological change and limited resources. This course is particularly suited for those who anticipate founding or operating technology companies.

UGBA XB168B International Marketing

3 Units, Faculty Wasim Azhar

Provides frameworks, knowledge, and sensitivities to formulate and implement marketing strategies for competing in the international arena. Regions and countries covered include the Americas, Europe, Japan, China, India, Russia, Africa, and Asia-Pacific. Issues covered include global versus local advertising, international pricing strategies, selecting and managing strategic international alliances and distribution channels, managing international brands and product lines through product life cycle, international retailing, and international marketing organization and control.

Elective Courses Spring 2022

MBA XB267 The Business of AI

1 Unit, *Faculty Matthew Stepka*

From self driving cars to humanoid robots, Artificial Intelligence (AI) is here and changing the way we live, work and do business. The class is designed to introduce future managers to AI technology and its many business applications. Students will walk away with a foundational understanding of AI and its near and long term applications, explore the myths and realities surrounding the technology, and delve into the legal, social and policy implications of AI.

UGBA XB190T IP for Entrepreneurs

3 Units, *Faculty Todd Fitch*

This course's objective is to understand how tech entrepreneurs can best develop and manage intellectual property (IP) assets and integrate them into a successful business. The course will briefly describe different types of IP (copyright, trademark, patents, and trade secrets) and discuss their uses in technology companies. The course also will discuss best practices for developing, protecting, licensing, and enforcing IP rights. Best practices in avoiding infringement, and patent insurance and patent pool consortiums will be covered. The course further will discuss the pros and cons of using open source software and how angel and venture capital investors view IP. The course will leverage case studies, current events, and industry experts to provide practical, working knowledge in the use of IP assets as part of a successful business strategy.

MBA XB290E Changing Climate and Business Strategy

3 Units, *Faculty Andrew Isaacs*

This course addresses 35 topics covering many of the principal elements of how business is affected by climate change, and how changing business practices can improve (or worsen) the climate outlook.

MBA XB236V New Venture Finance

3 Units, *Faculty Gregory La Blanc*

This is a course for current/future entrepreneurs on how to finance and fund a startup or high-growth business. The course centers on a model that includes strategic planning, financial analysis, business model creation, cash management, funding alternatives, investor pitching, alternative financing, and exit strategies. We examine the various options that a company has for financing at all stages of its life-cycle—from seed stage to later stage—using a blend of lectures, cases, readings and speakers (venture capitalists, CEO/founders, industry experts and service providers) to address the full range of financing options including angel, venture capital, debt financing, corporate/strategic investment and public markets.

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MBA XB295I Entrepreneurship Workshop for Startups

4 Units, *Faculty Mark Coopersmith & Whitney Hischier*

This workshop is intended for students who have their own experimental venture project under development. The business concept may be in the startup mode, or further along in its evolution. The pedagogy is one of "guided" entrepreneurship where students, often working in teams, undertake the real challenges of building a venture. Students must be willing to discuss their project with others in the workshop as group deliberation of the entrepreneurial challenges is a key component of the class.

MBA XB296 Data Science Applications in Finance

2 Units, *Faculty Donatella Taurasi*

The vast proliferation of data, combined with increasing technological advances and massive changes in regulation, is transforming the competitive landscape of various industries. In this course we will discuss how these forces are driving changes in finance and accounting, and how to make sense of their future implications. Students will be exposed to the exciting intersection of technology with finance and accounting, while emphasizing the role of data and data analytics. In each of these areas we will start by analyzing the sector and its traditional incumbents. We will then examine use cases and strategies for incoming technology-based players, with an emphasis on the role that data analytics and data can play. For each of these use cases, we will start by identifying critical business problems that need to be solved, and then work backwards to see how finance and accounting analytics can help. The course's goal is to arm students with an in-depth understanding of today's competitive business environment where forward-looking predictive insights are shaping tomorrow's business strategy and improving day-to-day decision making in real time. The course won't be training students as Data Scientists, but will enable students to learn through practice how to leverage technology, data, and analytical tools in order to gain the types of insights that can create value and provide a meaningful competitive advantage. Students will have the opportunity to learn Python programming and expand their knowledge of analytical methods and applications and conduct original research to inform complex decisions. During step-by-step sessions, students will apply basic data science tools, including data management and visualization, modeling, and machine learning using Python and libraries such as Pandas. No previous knowledge or experience in Python is required.

UGBA XB192T Sustainability in the Nordics

1 Unit, *Faculty Robert Strand*

The world faces big problems. Climate change, poverty, health & wellbeing, gender equality, decent work, clean water, growing inequalities, and threats to democratic institutions represent a



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few of the many interconnected sustainability challenges articulated by the Sustainable Development Goals (SDGs). In the face of these big problems, the Nordics can provide inspiration. Nordic countries and Nordic companies are frequently cited as global sustainability leaders topping most sustainability performance metrics. In this course, we deeply explore sustainability and social responsibility in the Nordics and consider what learnings may be prosperously applied in the U.S. context. While we center our attention on Nordic business, our line of inquiry extends beyond to consider the role that Nordic culture and Nordic policy has on sustainability practices and performances of Nordic business - and society as a whole. As a key part of this, we consider the very nature of capitalism and compare and contrast “Nordic Capitalism” with “American Capitalism” while exploring the sustainability ramifications of the differing approaches. Through this we consider how we can build resilient and sustainable societies.

UGBA XB105 Leading People

2 Units, Faculty Holly Schroth

How can you motivate employees to go above and beyond the call of duty to get the job done? How can you be sure that your decisions are not biased? What influence tactics can you use when you do not have the formal authority to tell someone what to do? This course adds to your understanding of life in complex organizations by covering topics spanning the micro (individual level of analysis), the macro (organizational level of analysis), and also topics that integrate these two levels.