

Berkeley-Haas Global Access Program Course Curriculum

BHGAP students will be required to take 9 units of Haas Business courses from the course offerings below and 3-4 units from the UC Berkeley course catalog for a total of 12 units per semester.

- Undergraduate students who successfully complete the general Preparatory Track their first semester will continue on to the Advanced Track the next semester.
- Undergraduate Business students will take a mixture of courses from the general Preparatory Track and the Advanced Track after consulting with a program adviser.
- Graduate Business students will take 3 of the 4 courses listed under the Advanced Track below.

**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.*

Preparatory Track Spring 2018

UGBA XB196 Entrepreneurship and Innovation, 3 Units (Special Topics in Business Administration)

Entrepreneurship is one of the most rewarding yet difficult endeavors. It is the attempt to define and bring into being a product or service that does not exist. It is the intense belief in a distinct future; a future that is then created by the entrepreneur and his or her team. Oftentimes the entrepreneur has limited resources to accomplish such a task, which makes the entire enterprise even more precarious...and rewarding. The starting point for most entrepreneurs is an idea. A viable idea is important, and in this class we will consider techniques for generating and identifying unique ideas. But it will soon become evident that a great idea is but the first of many steps in building out a successful enterprise. The entrepreneurial process that we will explore over the semester will provide the student with the tools to generate and assess ideas. Once a viable idea is identified, we will then introduce the steps to grow the idea into a successful business. Along the way we will mix theory with the practical experiences of successful entrepreneurs.

UGBA XB105 Leading People, 3 Units

A general descriptive and analytical study of organizations from the behavioral science point of view. Problems of motivation, leadership, morale, social structure, groups, communications, hierarchy, and control in complex organizations are addressed. The interaction among technology, environment, and human behavior are considered. Alternate theoretical models are discussed.

UGBA XB101A Microeconomic Analysis for Business Decisions, 3 Units

Economic analysis applicable to the problems of business enterprises with emphasis on the determination of the level of prices, outputs, and inputs; effects of the state of the competitive environment on business and government policies.

Advanced Track Spring 2018

MBA XB286C Social Media Marketing, 3 units

The course covers the implications of the evolution of communication on marketing strategy in the new landscape where traditional and digital media coexist and interact. While advertising spending on traditional media has recently declined, increasing amounts are spent online in addition to unpaid media. These new communication channels, however, are presenting significant challenges to marketers in selecting the best strategies to maximize returns. The course covers a number of topics including, but not limited to: The differences and interaction between traditional and social media; two-sided markets and social media platforms; a basic theory of social networks online and offline; consumer behavior and digital media.

MBA XB236V New Venture Finance, 3 units

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.

MBA XB295C Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley, 3 units

This course is intended to provide the core skills needed for the identification of opportunities that can lead to successful, entrepreneurial high technology ventures, regardless of the individual's "home" skill set, whether technical or managerial. We examine in depth the approaches most likely to succeed 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.

Preparatory Track - Fall 2018

UGBA XB105 Leading People, 3 Units

A general descriptive and analytical study of organizations from the behavioral science point of view. Problems of motivation, leadership, morale, social structure, groups, communications, hierarchy, and control in complex organizations are addressed. The interaction among technology, environment, and human behavior are considered. Alternate theoretical models are discussed.

UGBA XB101A Microeconomic Analysis for Business Decisions, 3 Units

Economic analysis applicable to the problems of business enterprises with emphasis on the determination of the level of prices, outputs, and inputs; effects of the state of the competitive environment on business and government policies.

UGBA XB106 Marketing, 3 Units

This course emphasizes the process of thinking qualitatively, quantitatively and strategically about marketing issues. Topics include: evolution of markets and marketing; market structure; marketing cost and efficiency; public and private regulations; development of marketing programs, including decisions on products, price and promotional distribution.

Advanced Track - Fall

MBA XB264 High Technology Marketing Management, 2 units

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 XB236V New Venture Finance, 3 units

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.

MBA XB295I Entrepreneurship Workshop for Startups, 4 units

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.

Please forward any questions to bhgap@berkeley.edu.