



**Berkeley Haas Global Access Program Course Curriculum - Graduate Track
Fall 2024-Spring 2025**

Please note that courses are subject to change. If you have specific questions about any of the courses, please contact us at bhgap@berkeley.edu.

Required Core Course Fall 2024

BUS ADM X419.7 Thriving at Haas and Beyond

1 Unit, *Jennifer Davis*

This course is a combination of 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.

Innovation Core Courses Fall 2024 (must take at least 1)

MBA XB290T Product Management

3 Units, *Vince Law*

During the semester, students will be going through steps of product management, starting with a prompt from the project sponsor and taking that prompt through conception of a product idea, customer needs-finding and analysis, planning of product via a concrete roadmap, and definition of the product requirements. Through these steps, students will learn a variety of strategic frameworks as well as tactical methodologies that help PMs advance the development of their products or services everyday. Students will also have the opportunity to be exposed to the product development process in the context of cross-functional team management, as well as stakeholder management in direct contact with their project's sponsor. As such, students will not be able to bring their own projects or ideas into the course.

The course is introductory in nature, aimed at those who have not experienced a full product development cycle in the past, or those who have had some experience in product management and now want to add context and tools to supplement their on-the-job learning. This course also aims to facilitate the formation of small teams for the development of their product or service ideas.

UGBA XB39E-1 AI Ethics for Leaders

2 Units, *David Harris*

This course enables future leaders to understand and navigate the many decisions necessary to ethically leverage AI in professional settings, in business, government and nonprofit settings. It covers the basics of AI, relevant ethical frameworks, prominent ethical issues, and how organizations have addressed those issues previously. By the end of the course, students will be fluent in evaluating the impact of AI systems on individuals and society. They will be able to draw upon cases where leaders have been confronted with ethical issues and some of the tools that have helped resolve them.

MBA XB295: Entrepreneurship

3 Units, *Arman Zand & Ken Wilcox*

This is a course about leading an entrepreneurial venture. While the Haas School is principally about established businesses, this course will focus on businesses that start small by design, and with hard work and good luck can be expected to develop into complex enterprises. The course will go through the entrepreneurial journey starting from initial ideation all the way M&A and IPO.

The driving force behind start-up ventures are entrepreneurs, those individuals who have the courage, insight, knowledge, intensity and luck to attempt to achieve great business results without resources remotely sufficient for the job (or so it seems at first). A key vehicle for the entrepreneur's effort is the basic tenets of a sound business: customer demand, attractive unit economics, large enough market opportunity, and the ability to attract talent and investors. This class will focus on all of these areas and more

MBA XB296 Data Science Applications in Finance

2 Units, *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. Learn how these forces are driving changes in finance and accounting, and how to make sense of their future implications. Study how technology impacts finance and accounting, with an emphasis on data analytics. Begin by identifying critical business problems that need to be solved, and then work backward to see how finance and accounting analytics can help.



MBA XB290E Climate Change and Business Strategy

3 Units, *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.

Elective Courses, Fall 2024

UGBA XB196SB: Innovation and Entrepreneurship for Sustainability

3 units, *Darcelle Lahr*

This course provides a survey of the role of innovation and entrepreneurship in delivering sustainability. In particular, we will explore the differences between traditional innovation, entrepreneurship and sustainability, and social innovation, entrepreneurship and sustainability.

UGBA XB168 International Marketing

3 Units, *Wasim Azhar*

Understand the frameworks and sensitivities to formulate and implement marketing strategies in order to compete globally. Explore international marketing in regions such as the Americas, Europe, Japan, China, India, Russia, Africa and Asia-Pacific. Explore topics such as:

- global versus local advertising
- international pricing strategies
- selecting and managing strategic international alliances and distribution channels ● managing international brands and product lines through the product life cycle international retailing
- international marketing organization and control

Required Core Course, Spring 2025

BUS ADM X419.7 Thriving at Haas and Beyond (taken in first semester of participation in BHGAP)

1 Unit, *Jennifer Davis*

This course is a combination of 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.

Innovation Core Courses, Spring 2025 (must take at least 1)

MBA XB295: Entrepreneurship

3 Units, *Arman Zand*

This is a course about leading an entrepreneurial venture. While the Haas School is principally about established businesses, this course will focus on businesses that start small by design, and with hard work and good luck can be expected to develop into complex enterprises. The course will go through the entrepreneurial journey starting from initial ideation all the way M&A and IPO.

The driving force behind start-up ventures are entrepreneurs, those individuals who have the courage, insight, knowledge, intensity and luck to attempt to achieve great business results without resources remotely sufficient for the job (or so it seems at first). A key vehicle for the entrepreneur's effort is the basic tenets of a sound business: customer demand, attractive unit economics, large enough market opportunity, and the ability to attract talent and investors. This class will focus on all of these areas and more

MBA XB296 Marketing Strategy in a World of Digital Disruption

2 Units, *Peter Wilton*

This course lays out the framework for mastering leadership in a world of digital transformation. The course will examine the trends impacting the leader's role today, and provide practical frameworks and methodologies for managing the core strategic leadership tasks in the context of digital enablement. Specifically, the course will explore:

- The New Competitive Realities: What's Changed?
- Understanding Digital Transformation: Its Causes and Consequences
- Maintaining Leadership In A World of Digital Transformation
- Leading Organizations in the Digital Age
- Crafting a Digital Leadership Plan

Equitable Design Lab

2 Units, *Mathieu Aguesse*

This course is an intensive, condensed course.

This course aims to equip students with the skills necessary to address the pervasive inequities present in institutions, services, and products. In today's world, it is crucial for innovators and designers to utilize an adaptive framework that can address the dynamic challenges faced by vulnerable populations. Through the Equitable Design methodology, students will learn to create and improve products, services, and business processes that foster inclusion and ultimately build equitable outcomes that minimize barriers to a diversity of user experiences.

The Equitable Design methodology is an adaptive framework that incorporates the best aspects of various tools, such as design thinking, co-design, and systems thinking, to create value that is authentic, desirable, and aligned with the needs of diverse users and stakeholders. Students will learn how to apply this methodology to a variety of problems at the systems level, such as organizational design, product inclusion, and climate justice, with the aim of making equity and inclusion a top and measurable outcome in solutions that intend to benefit a diverse range of people.

Brands and Sustainability

3 Units, *Judy Hopelain*

Today, business success depends on more than financial results. Sustainability is a business imperative, and employees, customers and communities expect brands to embrace and stand up for values they share. Yet few sustainability leaders are leading brands, and many top global brands are not true sustainability leaders. Why should this be the case?

Through this course, students will gain:

- Appreciation of what's included in sustainability and brand leadership
- Familiarity with leading examples of both
- Perspective on how and why some organizations succeed with while others struggle in achieving leadership in either or both areas
- Insight into practical ways organizations develop credibility in both areas while avoiding greenwashing or virtue-signaling

UGBA XB196SA: Business Models for Sustainability

3 Units, *Andrew Isaacs*

This course addresses a range of topics that cover the principal elements of how business is affected by sustainability issues, in particular climate change, and how business practices can improve (or worsen) the outlook.

This course is intended for students with an interest in how business, social and environmental sustainability are intertwined. The course focuses on matters related to climate change, specifically how business sustainability depends both on mitigating impacts to our environment and on adaptation to ongoing climate change and other elements of sustainability. While the course does not shy away from using scientific terms, the material is easily accessible, and no prior familiarity with climate science or other technical elements of sustainability is assumed. We will examine a

range of approaches to developing business models in the context of sustainability, the actions that businesses can take to improve the environmental outlook, and the emergence of a sustainability aware economy. Students considering a career in sustainability will benefit from the deep understanding of the business issues that this course is intended to provide.

Spring 2025 Electives

EWMBA XB267 The Business of AI

1 Unit, *Matthew Stepka*

From self-driving cars to humanoid robots, Artificial Intelligence (AI) is changing the way we live, work and do business. In this class, get an introduction to AI technology and its many business applications. You 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.

EWMBA XB252 Negotiation and Conflict Resolution

3 Units, *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 XB269 Pricing

3 Units, *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.