



**Berkeley Haas Global Access Program Course Curriculum - Undergraduate 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 (taken in first semester)
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.

Core Innovation Classes (must take at least 1)

UGBA XB177: Ethics and Artificial Intelligence
3 Units, *Olaf Groth*

Artificial intelligence and the autonomous systems that embed it have become the brains of the modern data economy. As such, they have started to reshape human values, trust, and power around the world. Whether in medicine, money, or love, technologies powered by forms of artificial intelligence are playing an increasingly prominent role in our lives. New AI technologies can help drive cars, treat damaged brains and nudge workers to be more productive, but they also can threaten, manipulate, and alienate us from others. They can pit nation against nation, but they also can help the global community tackle some of its greatest challenges from food crises to global climate change. As we cede more decisions to thinking machines, we face new questions about staying safe, keeping a job and having a say over the direction of our lives. How AI evolves and what role it takes in our lives for better or worse, might depend on our race, gender, age, behavior, cognitive capacity or nationality. This presents manifold ethical and cross-cultural dilemmas. Students – as critical change makers -- will learn about these issues and the principles of responsible design and governance structures to mitigate them and turn them into opportunities for enrichment of society.

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.

Elective Courses Fall 2024

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

UGBA XB100: Business Communication

2 Units, *Janet Brady*

To help meet the challenges that you will inevitably encounter on the job, UGBA 100 introduces key principles, strategies and standard American business conventions for communicating in a business environment. By concentrating on audiences, purposes, forms, and formats of professional communication, we will examine and practice a range of techniques to write and deliver effective, appropriate written and oral messages. This class will be focus on real world applications of effective communication so that you will feel confident communicating in any business environment.

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.

Required Core Course Spring 2025

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

BerkeleyHaas

GLOBAL ACCESS PROGRAM

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.

Core Innovation Classes (must take at least 1)

UGBA XB196 Introduction to Entrepreneurship

3 Units, *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.

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 business 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 TBD

XMBA 257.4 Equitable and Inclusive Leadership

2 Units, *Stephanie Fujji*

This two-unit course will encourage you to explore and take risks regarding your own identity and what you disclose to others, and how this and your own biases, power and privilege may impact your ability to be a more inclusive leader. The course combines lectures, discussions, in-class practice exercises, guest speakers, and the crafting and presentation of each student's personal inclusive leadership commitment and development plan. We will use readings along with class discussion to uncover new perspectives, encourage exploration and apply our learnings to create more inclusive workplaces and spaces. We will identify key inclusive leadership competencies and provide opportunities to practice them. The core of this course will be in (1) the experiential activities during each class that will allow you to explore best practices that you're learning throughout the course, build key competencies, and identify your areas of growth; and (2) regular self-reflections that will push you to become more aware of your own areas of comfort and growth and connect what you're learning to your own development as an inclusive leader.