Business Administration, Master (MBA)

Courses

MBA 200C Leadership Communication 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
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.

MBA 200P Fundamentals of Design Thinking 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013
The course will introduce the Design Thinking mindset to MBA students and support it with tools, processes and strategies to solve business problems with a non-traditional problem-solving approach. Design thinking uses quantitative information to inform qualitative decision making. Rooted in the formal disciplines of design, the course works with core principles of creativity, discovery, curiosity, deferred judgment, process discipline and positive human collaboration. Students will gain experience using the design thinking process through hands-on learning, reading and team-based collaborative projects.

MBA 200S Data and Decisions 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
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.

MBA 201A Economics for Business Decision Making 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
Business success depends on the successful positioning of the firm and the management of its resources. The goal of this course is to think systematically about achieving competitive advantage through the management of the firm's resources. We will analyze management decisions concerning real options, cost determination, pricing, and market entry and exit. We will use readings and cases along with class discussion to develop practical insights into managing for competitive advantage.

MBA 200S Data and Decisions 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
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.

Economics for Business Decision Making: Read More [+]

Rules & Requirements

Prerequisites: Knowledge of calculus and algebra assumed

Hours & Format

Fall and/or spring: 6 weeks - 4 hours of lecture per week
7 weeks - 5 hours of lecture per week
Summer: 10 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Economics for Business Decision Making: Read Less [-]
MBA 201B Macroeconomics in the Global Economy 2 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2013
This course develops and applies models of the world’s economies to explain long-run trends and short-run fluctuations in key macroeconomic variables, such as GDP, wage and profit rates, inflation, interest rates, employment and unemployment, budget deficits, exchange rates, and trade balances.

Macroeconomics in the Global Economy: Read More [+]
Rules & Requirements
Prerequisites: 200S, 201A

Hours & Format
Fall and/or spring: 6 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Macroeconomics in the Global Economy: Read Less [-]

MBA 202 Financial Accounting 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
This course examines accounting measurements for general-purpose financial reports. An objective of the course is to provide not only a working knowledge but also a clear understanding of the contents of published financial statements.

Financial Accounting: Read More [+]

Hours & Format
Fall and/or spring: 6 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 202A

Financial Accounting: Read Less [-]

MBA 203 Introduction to Finance 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Fall 2010
This is an introductory MBA course in investments. Students learn how to value assets given forecasts of future cash flows and about the risk characteristics of different asset classes. The first part of the course focuses on the time value of money. The second part of the course deals with measuring and pricing risk. Finally, the course touches on derivative-basics and capital market efficiency. An effort will be made to tie the theoretical underpinnings of finance to real-world examples.

Introduction to Finance: Read More [+]
Rules & Requirements
Prerequisites: 200S, 202

Hours & Format
Fall and/or spring: 6 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Introduction to Finance: Read Less [-]

MBA 204 Operations 2 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2013
This course provides a broad overview of strategic, operational, and tactical issues facing manufacturing and service companies. Major topics include process analysis, quality management, project management, supply-chain management, service-systems management, and operations strategy. These issues are explored through lectures, case studies, and videos pertaining to a variety of industries, from fast food to fashion goods to automobile manufacturing to telephone call centers.

Operations: Read More [+]
Rules & Requirements
Prerequisites: 200S

Hours & Format
Fall and/or spring: 6 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Operations: Read Less [-]
**MBA 205 Leading People 2 Units**  
Offered through: Business Administration  
Terms offered: Fall 2015, Fall 2013, Fall 2010  
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.  
*Leading People: Read More [+]  
Hours & Format  
**Fall and/or spring:** 6 weeks - 4 hours of lecture per week*  
*Additional Details  
**Subject/Course Level:** Masters in Business Administration/Graduate  
**Grading:** Letter grade.*  
*Leading People: Read Less [-]*

**MBA 206 Marketing 2 Units**  
Offered through: Business Administration  
Terms offered: Fall 2015, Fall 2013, Fall 2010  
This course is designed for students who need to understand the basic concepts and techniques of marketing strategy as a foundation for more advanced study in the area. The course treats marketing from the perspective of strategic analysis and provides a framework for the decisions associated with the management of the marketing function in the modern organization focusing on customer analysis, competitive analysis and the analysis of marketing investments.  
*Marketing: Read More [+]  
Hours & Format  
**Fall and/or spring:** 6 weeks - 4 hours of lecture per week*  
*Additional Details  
**Subject/Course Level:** Masters in Business Administration/Graduate  
**Grading:** Letter grade.*  
*Marketing: Read Less [-]*

**MBA 207 Ethics and Responsible Business Leadership 1 Unit**  
Offered through: Business Administration  
Terms offered: Spring 2015, Spring 2014, Spring 2013  
This course provides students with the ability to anticipate, critically analyze, and appropriately respond to the social, ethical, and political challenges that face managers operating in a global economy.  
*Ethics and Responsible Business Leadership: Read More [+]  
Hours & Format  
**Fall and/or spring:** 6 weeks - 2 hours of lecture per week*  
*Additional Details  
**Subject/Course Level:** Masters in Business Administration/Graduate  
**Grading:** Letter grade.**  
*Formerly known as: Business Administration 207A  
Ethics and Responsible Business Leadership: Read Less [-]*

**MBA 209F Fundamentals of Business 3 Units**  
Offered through: Business Administration  
Terms offered: Spring 2019, Fall 2018, Spring 2018  
An introduction to business methods of analysis and terminology for nonbusiness graduate students. The course is taught in three five-week modules: (1) organizational behavior and management, (2) accounting and finance, and (3) marketing and strategy.  
*Fundamentals of Business: Read More [+]  
Hours & Format  
**Fall and/or spring:** 15 weeks - 3 hours of lecture per week*  
*Additional Details  
**Subject/Course Level:** Masters in Business Administration/Graduate  
**Grading:** Letter grade.*  
*Fundamentals of Business: Read Less [-]*
MBA 210 Strategy, Structure, and Incentives
3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2013, Fall 2012
This course uses insights from economics to develop structure, tactics, and incentives to achieve the firm’s goals. It develops a framework for analyzing organizational architecture, focusing on the allocation of decision rights, the measurement of performance, and the design of incentives. Includes managing the vertical chain of upstream suppliers and downstream distributors, design and operation of incentive and performance management systems, techniques for dealing with informational asymmetries.

Rules & Requirements
Prerequisites: 201A

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 211 Game Theory 2 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Spring 2007
A survey of the main ideas and techniques of game-theoretic analysis related to bargaining, conflict, and negotiation. Emphasizes the identification and analysis of archetypal strategic situations in bargaining. Goals of the course are to provide a foundation for applying game-theoretic analysis, both formally and intuitively, to negotiation and bargaining; to recognize and assess archetypal strategic situations in complicated negotiation settings.

Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Summer: 6 weeks - 7.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA W211 Game Theory (Online Version) 2 or 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
A survey of the main ideas and techniques of game-theoretic analysis related to bargaining, conflict, and negotiation. Emphasizes the identification and analysis of archetypal strategic situations in bargaining. Goals of the course are to provide a foundation for applying game-theoretic analysis, both formally and intuitively, to negotiation and bargaining; to recognize and assess archetypal strategic situations in complicated negotiation settings. This course is taught online.

Rules & Requirements
Credit Restrictions: Students will receive no credit for Masters in Business Administration W211 after taking Masters in Business Administration 211.

Hours & Format
Fall and/or spring: 8 weeks - 7-10 hours of web-based lecture per week
Online: This is an online course.

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 212 Energy and Environmental Markets
3 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2010
Business strategy and public issues in energy and environmental markets. Topics include development and effect of organized spot, futures, and derivative energy markets; political economy of regulation and deregulation; climate change and environmental policies related to energy production and use; cartels, market power and competition policy; pricing of exhaustible resources; competitiveness of alternative energy sources; and transportation and storage of energy commodities.

Rules & Requirements
Prerequisites: Business Administration 201A or equivalent

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 212

Energy and Environmental Markets: Read Less [-]
MBA 212A Cleantech to Market 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014
In this course, interdisciplinary teams of graduate students work with scientists from the Lawrence Berkeley National Laboratory and across the UCB campus to commercialize new solar, biofuel, battery, and smart grid/energy management technologies. Students are drawn from Business, Engineering, Science, Law, and the Energy and Resources Group. Students explore topics such as: Potential application in multiple markets; alignment with target or desired market(s); distinguishing advantages and disadvantages; customer and user profiles; top competitors; commercialization and scale-up challenges; relevant government policies; revenue potential and cost sensitivities; intellectual property issues; and multiple other related topics.
Cleantech to Market: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Cleantech to Market: Read Less [-]

MBA 212B Legal and Regulatory Frameworks for Energy and Infrastructure Project Finance 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
This course will explore the key commercial, legal, economic and policy issues affecting the development and financing of infrastructure projects, with special emphasis on practical concerns related to investments in alternative energy and other power generation facilities. These topics will be raised in the context of comparative, real-world case studies of different types of energy and infrastructure projects.
Legal and Regulatory Frameworks for Energy and Infrastructure Project Finance: Read More [+]

Hours & Format
Fall and/or spring: 2 weeks - 7 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Legal and Regulatory Frameworks for Energy and Infrastructure Project Finance: Read Less [-]

MBA 212C Modeling for Energy and Infrastructure Project Finance 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
This course compliments the course "Legal and Regulatory Frameworks for Energy and Infrastructure Project Finance". Where the former focuses on the legal and risk framework for project financings, this course is devoted to the financial and quantitative aspects of project finance. The course focuses on the application of project finance to the power generation industry with a particular emphasis on examples from gas-fired, wind and solar technologies.
Modeling for Energy and Infrastructure Project Finance: Read More [+]

Hours & Format
Fall and/or spring: 2 weeks - 7 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Modeling for Energy and Infrastructure Project Finance: Read Less [-]

MBA 215 Business Strategies for Emerging Markets: Management, Investment, and Opportunities 2 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015
This course helps students to study the institutions of emerging markets that are relevant for managers, analyze opportunities presented by emerging markets, analyze the additional ethical challenges and issues of social responsibility common in emerging markets, and learn to minimize the risks in doing business in emerging markets. This course is a combination of lectures, class participation, and cases.
Business Strategies for Emerging Markets: Management, Investment, and Opportunities: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Business Strategies for Emerging Markets: Management, Investment, and Opportunities: Read Less [-]
MBA 217 Topics in Economic Analysis and Policy 0.5 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2013, Fall 2012, Fall 2006
Advanced study in the field of economic analysis and policy. Topics will vary from year to year and will be announced at the beginning of each semester.
Topics in Economic Analysis and Policy: Read More [+]
Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.
Hours & Format
Fall and/or spring: 15 weeks - .5-3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Topics in Economic Analysis and Policy: Read Less [-]

MBA 222 Financial Information Analysis 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
Issues of accounting information evaluation with special emphasis on the use of financial statements by decision makers external to the firm. The implications of recent research in finance and accounting for external reporting issues will be explored. Emphasis will be placed on models that describe the user's decision context.
Financial Information Analysis: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 202A or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 222
Financial Information Analysis: Read Less [-]

MBA 223 Corporate Financial Reporting 3 Units
Offered through: Business Administration
Terms offered: Spring 2008, Fall 2006, Fall 2005
This course examines the theory and practice of financial accounting and the issues involved in determining corporate financial reporting policies. It provides an in-depth knowledge of how financial statements are prepared but emphasizes the evaluation of accounting reports from a managerial perspective. Cases supplement lecture, discussion, and problem solving.
Corporate Financial Reporting: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 202A or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 1 hour of discussion per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Corporate Financial Reporting: Read Less [-]

MBA 224A Managerial Accounting 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Spring 2012, Fall 2010
This course emphasizes the use of accounting information throughout the planning, operation and control stages of managing an organization. The course is divided into three sections to reflect these three stages of management: 1) information for planning and decision making; 2) information received during operations (cost accounting); and 3) information for control and performance evaluation.
Managerial Accounting: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 202A or equivalent
Hours & Format
Fall and/or spring: 10 weeks - 3 hours of lecture and 1 hour of discussion per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 202B
Managerial Accounting: Read Less [-]
MBA 227B Taxes and Firm Strategy 3 Units
Offered through: Business Administration
Terms offered: Spring 2007, Spring 2006, Spring 2005
This course will cover various topics in personal or corporate taxation or both. Topics will vary from semester to semester.
Taxes and Firm Strategy: Read More [+]

Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Summer:
6 weeks - 7.5 hours of lecture per week
8 weeks - 5.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 228
Taxes and Firm Strategy: Read Less [-]

MBA 231 Corporate Finance 3 Units
Offered through: Business Administration
Terms offered: Spring 2019, Fall 2015, Spring 2015
This course will study the principles underlying alternative financial arrangements and contracts and their application to corporate financial management. In particular, it will examine the impact of incentive, moral hazard, and principal-agent problems, that arise as a consequence of asymmetric information, government intervention, managerial incentives and taxes, on financial decisions regarding capital budgeting, dividend policy, capital structure and mergers.
Corporate Finance: Read More [+]

Rules & Requirements
Prerequisites: Business Administration 203

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 1 hour of discussion per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 232
Financial Institutions and Markets: Read Less [-]

MBA 232 Financial Institutions and Markets 3 Units
Offered through: Business Administration
Terms offered: Spring 2007, Spring 2006, Fall 2005
This course will analyze the role of financial markets and financial institutions in allocating capital. The major focus will be on debt contracts and securities and on innovations in the bond and money markets. The functions of commercial banks, investment banks, and other financial intermediaries will be covered, and aspects of the regulation of these institutions will be examined.
Financial Institutions and Markets: Read More [+]

Rules & Requirements
Prerequisites: Business Administration 203

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 1 hour of discussion per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 232
Financial Institutions and Markets: Read Less [-]

MBA 233 Asset Management 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2010, Fall 2006, Fall 2005
This course will examine four different types of asset markets: equity markets, fixed income markets, futures markets and options markets. It will focus on the valuation of assets in these markets, the empirical evidence on asset valuation models, and strategies that can be employed to achieve various investment goals.
Asset Management: Read More [+]

Rules & Requirements
Prerequisites: Masters in Business Administration 203

Hours & Format
Fall and/or spring:
10 weeks - 3-4.5 hours of lecture per week
15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Asset Management: Read Less [-]
MBA 236B Investment Strategies and Styles 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
Introduction to alternative investment strategies and styles as practiced by leading money managers. A money manager will spend approximately half of the class discussing his general investment philosophy. In the other half, students, practitioner, and instructor will explore the investment merits of one particular company. Students will be expected to use the library's resources, class handouts, and their ingenuity to address a set of questions relating to the firm's investment value.

Investment Strategies and Styles: Read More [+]

Rules & Requirements
Prerequisites: Business Administration 203 plus one additional graduate finance course
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

MBA 236C Global Financial Services 3 Units
Offered through: Business Administration
Terms offered: Fall 2011, Fall 2010, Fall 2009
Survey of the forces changing and shaping global finance and intermediation, especially the effects of greater ease of communication, deregulation, and globalized disciplines expected to continue to be essential to corporate finance and intermediation, e.g., investment analysis, valuation, structured finance/securitization, and derivative applications. The case method is utilized with occasional additional assigned readings and text sources.

Global Financial Services: Read More [+]

Rules & Requirements

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 239
Investment Strategies and Styles: Read Less [-]

MBA 236D Portfolio Management 3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2012, Fall 2010
This course explores the broad range of portfolio management in practice. The class will examine the assets, strategies, characteristics, operations, and concerns unique to each type of portfolio. Practitioners will present descriptions of their businesses as well as methods and strategies that they employ.

Portfolio Management: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

MBA 236E Mergers and Acquisitions: A Focus on Creating Value 2 Units
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007
Survey of the day-to-day practices and techniques used in change of control transaction. Topics include valuation, financing, deal structuring, tax and accounting considerations, agreements, closing document, practices used in management buyouts, divestitures, hostile takeovers, and takeover defenses. Also covers distinctions in technology M&A, detecting corruption in cross border transaction attempts, and betting on deals through risk arbitrage. Blend of lecture, case study, and guest lectures.

Mergers and Acquisitions: A Focus on Creating Value: Read More [+]

Rules & Requirements
Prerequisites: Master's in Business Administration 203 or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week
Summer: 8 weeks - 5.5 hours of lecture per week

Mergers and Acquisitions: A Focus on Creating Value: Read Less [-]
MBA 236F Behavioral Finance 1 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2007
This course looks at the influence of decision heuristics and biases on investor welfare, financial markets, and corporate decisions. Topics include overconfidence, attribution theory, representative heuristic, availability heuristic, anchoring and adjustment, prospect theory, "Winner's Curse," speculative bubbles, IPOs, market efficiency, limits of arbitrage, relative mis-pricing of common stocks, the tendency to trade in a highly correlated fashion, investor welfare, and market anomalies.
Behavioral Finance: Read More [+]

Rules & Requirements
Prerequisites: 203

Hours & Format
Fall and/or spring:
8 weeks - 2-5.5 hours of lecture per week
15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Behavioral Finance: Read Less [-]

MBA 236G Designing Financial Models that Work 1 or 2 Units
Offered through: Business Administration
Terms offered: Spring 2017, Fall 2015, Fall 2014
Spreadsheet financial models are often too big, complicated, and buggy to help people. In this course, students learn to design financial models that work because they're small (fit on a screen or two), straightforward (involve only basic math), clear (a non-MBA can follow them readily), and fast to build. These simple yet powerful representations of the cash flows for a new product/deal/venture help people share their vision, recognize tradeoffs, brainstorm possibilities, and make decisions.
Designing Financial Models that Work: Read More [+]

Rules & Requirements
Prerequisites: 203 or consent of instructor

Hours & Format
Fall and/or spring: 14 weeks - 1-2 hours of lecture per week
Summer:
6 weeks - 2.5-5 hours of lecture per week
8 weeks - 2-3.5 hours of lecture per week
10 weeks - 1.5-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Financial Statement Modeling for Finance Careers: Read Less [-]

MBA 236H Financial Statement Modeling for Finance Careers 1 or 2 Units
Offered through: Business Administration
Terms offered: Spring 2015
Financial statement modeling refers to taking historical financial statements for a specific company, projecting those statements two to five years into the future, and using the resulting projections for valuation and insight into the potential for transactions such as a strategic merger, an initial public offering, a leveraged recapitalization, or a leveraged buyout. This course teaches this skill set in a way that is simultaneously high level and hands-on.
Financial Statement Modeling for Finance Careers: Read More [+]

Rules & Requirements
Prerequisites: 203 or consent of instructor

Hours & Format
Fall and/or spring: 14 weeks - 1-2 hours of lecture per week
Summer:
6 weeks - 2.5-5 hours of lecture per week
8 weeks - 2-3.5 hours of lecture per week
10 weeks - 1.5-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Financial Statement Modeling for Finance Careers: Read Less [-]

MBA 236I Fixed Income 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course first surveys the basics of fixed income: terminology, security types, debt and money markets. Attention then moves to the valuation of cash flows, term structure of interest rates and modeling of credit risk. Building on that foundation, the course then examines the key role that fixed income plays in the global financial system, other asset classes and derivatives. The course is firmly grounded in a quantitative and analytical approach, with each topic placed in the relevant real world context -- for example, the role that high yield securities play in an LBO, and negotiation of bond covenants. The course is at the more quantitative end of the MBA curriculum, with a large focus on bond math, including duration and convexity.
Fixed Income: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Fixed Income: Read Less [-]
MBA 236J Hedge Fund Strategies 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course combines broad exposure to the many types of hedge funds and their strategies, together with hands-on development of unique investment strategies within student teams. Course content delivered via speakers representing different sectors of the hedge fund industry, lectures, readings and individual and team projects. Students also learn about investing in hedge funds, including evaluation of fund performance. Concurrently, student teams develop their own investment strategies by exploring unique expertise and insights that are resident within the teams, forming original theses on changes and catalysts, incorporating lessons from hedge fund speakers, and crafting investment strategies designed to capitalize on the teams’ insights.
Hedge Fund Strategies: Read More [+]  
Hours & Format  
Fall and/or spring: 15 weeks - 3 hours of lecture per week  
Additional Details  
Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.
Hedge Fund Strategies: Read Less [-]

MBA 236K Haas Investment Fund 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
Students who elect to continue on to this course from the Hedge Fund Strategies course have the opportunity to proceed from strategy development into implementation phase, investing capital from a dedicated fund. Judges for the final pitch in Hedge Fund Strategies allocate capital from the fund based on perceived promise of market-beating returns, taken together with perceived risk. The teams refine their strategies based on feedback from the judges’ feedback and instructors’ guidance, building out their portfolios and managing their strategies over several months. Teams access trading accounts and are responsible for their portfolios.
Haas Investment Fund: Read More [+]  
Hours & Format  
Fall and/or spring: 15 weeks - 1 hour of lecture per week  
Additional Details  
Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.
Haas Investment Fund: Read Less [-]

MBA 236L Private Equity, Leveraged Buyouts 1 or 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course focuses primarily on leveraged buyouts (LBOs), as the largest category of PE transactions. The study includes the sourcing of potential acquisitions, analysis of operations and potential improvements, corporate valuation, optimal capital structures, modeling of expected cash flows and debt repayment, negotiation of purchase price and financing terms, incentivizing management teams, and eventual monetizing investments through M&A or IPOs. These subjects are studied through lectures, interactive discussion, case studies, individual assignments and especially group projects. The 2-unit section covers a broader spectrum of types of PE transactions and includes guest speakers from the PE industry, and a more expansive final project.
Private Equity, Leveraged Buyouts: Read More [+]  
Hours & Format  
Fall and/or spring: 15 weeks - 1-2 hours of lecture per week  
Additional Details  
Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.
Private Equity, Leveraged Buyouts: Read Less [-]

MBA 236M Turnarounds 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course introduces the world of operational and strategic turnarounds of troubled and underperforming businesses. It focuses on the leadership practices that work in fixing flawed enterprises, from underperforming businesses to those on the brink of a death spiral. Most time in the course is spent learning how to more effectively lead companies that are underperforming or in trouble. The course is taught by cases, with the view that the best way to learn leadership is by taking the perspective of business leaders facing crises that demand new direction. Since a rescue plan only works if it is embraced, students take various roles in the cases, including bosses, subordinates, boards and lenders.
Turnarounds: Read More [+]  
Hours & Format  
Fall and/or spring: 15 weeks - 2 hours of lecture per week  
Summer: 1 weeks - 40 hours of lecture per week  
Additional Details  
Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.
Turnarounds: Read Less [-]
MBA 236V New Venture Finance 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2017
This is a course about financing new entrepreneurial ventures, emphasizing those that have the possibility of creating a national or international impact or both. It will take two perspectives - the entrepreneur's and the investor's - and it will place a special focus on the venture capital process, including how they are formed and managed, accessing the public markets, mergers, and strategic alliances.
New Venture Finance: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 295A or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Masters in Business Administration 295D
New Venture Finance: Read Less [-]

MBA 237 Topics in Finance 0.5 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Spring 2014
Advanced study in the field of finance. Topics will vary from year to year and will be announced at the beginning of each semester.
Topics in Finance: Read More [+]
Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.
Hours & Format
Fall and/or spring: 15 weeks - .5-3 hours of lecture per week
Summer: 6 weeks - 1.5-7.5 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Topics in Finance: Read Less [-]

MBA 240 Decision Models 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Spring 2007
Survey of the formulation, solution, and interpretation of mathematical models to assist management of risk. Emphasis on applications from diverse businesses and industries, including inventory management, product distribution, portfolio optimization, portfolio insurance, and yield management. Two types of models are covered: optimization and simulation. Associated with each model type is a piece of software: Excel’s Solver for optimization and Excel add-in Crystal Ball for simulation.
Decision Models: Read More [+]
Rules & Requirements
Prerequisites: 200S, 203, and 204, or consent of instructor
Hours & Format
Fall and/or spring: 10 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Decision Models: Read Less [-]

MBA 243 Decisions, Games, and Strategies 3 Units
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007, Spring 2006
The course considers two techniques for guiding a managerial decision maker who has to make a choice now but will only know later whether the choice was good. Decision analysis helps if the outcome of the choice depends on "nature"; game models help if the outcome depends on human opponents (e.g., competitors). Foundations of the two techniques, and a variety of applications, are studied.
Decisions, Games, and Strategies: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 200, 204 or equivalent
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 243
Decisions, Games, and Strategies: Read Less [-]
**MBA 246A Service Strategy 3 Units**

Offered through: Business Administration  
Terms offered: Fall 2008, Fall 2006  
This course is designed to teach general management principles involved in the planning, execution, and management of service businesses. It covers both strategic and tactical aspects, including the development of a strategic service vision, building employee loyalty, developing customer loyalty and satisfaction, improving productivity and service quality, service innovation, and the role of technology in services. Blend of case studies, group projects, class discussions, and selected readings.

Service Strategy: Read More [+]

**Rules & Requirements**

**Prerequisites:** 204 or Evening and Weekend Master of Business Administration 204 or consent of instructor

**Hours & Format**

Fall and/or spring: 15 weeks - 3 hours of lecture per week  
Summer: 8 weeks - 5.5 hours of lecture per week

**Additional Details**

Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.

Service Strategy: Read Less [-]

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**MBA 247 Topics in Operations and Information Technology Management 0.5 - 3 Units**

Offered through: Business Administration  
Terms offered: Spring 2015, Fall 2014  
Advanced study in the field of manufacturing and operations. Topics will vary from year to year and will be announced at the beginning of each semester.

Topics in Operations and Information Technology Management: Read More [+]

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit without restriction.

**Hours & Format**

Fall and/or spring: 15 weeks - 0.5-3 hours of lecture per week  
Summer: 6 weeks - 1.5-7.5 hours of lecture per week

**Additional Details**

Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.

Formerly known as: Masters in Business Administration 247A

Topics in Operations and Information Technology Management: Read Less [-]

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**MBA 248A Supply Chain Management 3 Units**

Offered through: Business Administration  
Terms offered: Fall 2013, Fall 2010, Fall 2007  
Supply chain management concerns the flow of materials and information in multi-stage production and distribution networks. This course provides knowledge of organizational models and analytical decision support tools necessary to design, implement, and sustain successful supply chain strategies. Topics include demand and supply management, inventory management, supplier-buyer coordination via incentives, vendor management, and the role of information technology in supply chain management.

Supply Chain Management: Read More [+]

**Rules & Requirements**

**Prerequisites:** 204 or Evening and Weekend Master of Business Administration 204 or equivalent

**Hours & Format**

Fall and/or spring: 15 weeks - 3 hours of lecture per week  
Summer: 8 weeks - 5.5 hours of lecture per week

**Additional Details**

Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.

Supply Chain Management: Read Less [-]

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**MBA 252 Negotiations and Conflict Resolution 2 or 3 Units**

Offered through: Business Administration  
Terms offered: Fall 2015, Fall 2014, Fall 2013  
The purpose of this course is for students to understand the theory and processes of negotiation so that they can negotiate successfully in a variety of settings. This course is designed to complement the technical and diagnostic skills learned in other courses in the MBA program.

Negotiations and Conflict Resolution: Read More [+]

**Hours & Format**

Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

**Additional Details**

Subject/Course Level: Masters in Business Administration/Graduate  
Grading: Letter grade.

Negotiations and Conflict Resolution: Read Less [-]
MBA 253 Decision Making 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course aims to improve the quality of decisions people make. Students learn to be aware of, and to avoid, common inferential errors and systematic biases in decision making. There are many decision traps that we tend to repeatedly fall into. These traps relate to how we think about risk and probability, how we learn from experience, and how we make choices. Upon completion, students will have internalized the basic principles of decision making and will be able to avoid falling into these traps. The course additionally aims to create a deeper understanding of the psychology of decision making, which can create an advantage in negotiations and other interactions through gaining an awareness of the predictable mistakes of others.
Decision Making: Read More [+]

Hours & Format
Fall and/or spring:
8 weeks - 4 hours of lecture per week
15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Decision Making: Read Less [-]

MBA 254 Power and Politics in Organizations 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
This course will provide students with a sense of “political intelligence,” enabling them to: 1) Diagnose the true distribution of power in organizations, 2) Identify strategies for building sources of power, 3) Develop techniques for influencing others, 4) Understand the role of power in building cooperation and leading change, and 5) Make sense of others’ attempts to influence them. This is an online course, utilizing multiple media and providing flexibility in when and how students learn.
Power and Politics in Organizations: Read More [+]

Rules & Requirements
Prerequisites: Master of Business Administration 205

Hours & Format
Fall and/or spring: 8 weeks - 7-10 hours of web-based lecture per week
Online: This is an online course.

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Anderson
Power and Politics in Organizations: Read Less [-]

MBA 255 Leadership 1 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2002
This course will increase your awareness of your own strengths and opportunities for improvement while gaining an understanding of the qualities essential to being an extraordinary leader. By the end of the course, we are hoping that you will have: Increased your understanding of what distinguishes between more and less successful leaders and construct a plan for your own development as a leader; sharpened your ability to diagnose situations and determine how you can add value; gained experience and confidence in leadership situations, such as dealing with difficult people and inspiring others to accomplish shared team and organizational goals; and developed the ability to accept and leverage feedback and offer useful feedback to others.
Leadership: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Leadership: Read Less [-]
MBA 256 Global Leadership 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
Key behaviors of successful global leaders are examined based on recent research and examples. Blended learning approach enables students to build skills for working effectively with virtual colleagues, motivating people from different backgrounds, running a global team, exerting influence without direct authority, integrating a merger or acquisition, leading a cross-border innovation effort, handling customer or supplier relations, coaching and developing talent, driving a change initiative, and making tough ethical choices. Areas of focus will include self, team, and organization, with the aim to increase both personal awareness and organizational impact in a global context.
Global Leadership: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Global Leadership: Read Less [-]

MBA 257 Special Topics in Management of Organizations 2 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Fall 2012
Analysis of recent literature and developments related to such topics as organization development, environmental determinants of organization structure and decision-making behavior, management of professionals and management in temporary structures, cross-cultural studies of management organizations, and industrial relation systems and practices are examined.
Special Topics in Management of Organizations: Read More [+]

Rules & Requirements

Prerequisites: Business Administration 205 or consent of instructor

Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Formerly known as: Business Administration 259

Special Topics in Management of Organizations: Read Less [-]

MBA 260 Customer Insights 3 Units
Offered through: Business Administration
Terms offered: Spring 2017, Spring 2010, Spring 2007
Examines concepts and theories from behavioral science useful for the understanding and prediction of market place behavior and demand analysis. Emphasizes applications to the development of marketing policy planning and strategy and to various decision areas within marketing.
Customer Insights: Read More [+]

Rules & Requirements

Prerequisites: Business Administration 206 or equivalent

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Formerly known as: Business Administration 260

Customer Insights: Read Less [-]

MBA 261 Marketing Research: Tools and Techniques for Data Collection and Analysis 2 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2012, Fall 2011
This course develops the skills necessary to plan and implement an effective market research study. Topics include research design, psychological measurement, survey methods, experimentation, statistical analysis of marketing data, and effective reporting of technical material to management. Students select a client and prepare a market research study during the course. Course intended for students with substantive interests in marketing.
Marketing Research: Tools and Techniques for Data Collection and Analysis: Read More [+]

Rules & Requirements

Prerequisites: Business Administration 200 or comparable statistical course

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Formerly known as: Business Administration 261

Marketing Research: Tools and Techniques for Data Collection and Analysis: Read Less [-]
MBA 262 Strategic Brand Management 3 Units
Offered through: Business Administration
Terms offered: Spring 2014, Fall 2009, Fall 2007
The focus of this course is on developing student skills to formulate and critique complete marketing programs including product, price, distribution and promotion policies. There is a heavy use of case analysis. Course is primarily designed for those who will take a limited number of advanced marketing courses and wish an integrated approach.
Strategic Brand Management: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 202B and 206, or equivalent
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 262A
Strategic Brand Management: Read Less [-]

MBA 262A Brand Manager Boot Camp 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course will immerse students in the roles and responsibilities of a Chief Marketing Officer (CMO). Students will examine key marketplace drivers of B2B and B2C companies and learn how to generate organic growth. Emphasis will be placed on practical skills needed to successfully execute job responsibilities. Students will explore various product launch strategies and marketing mixes in different country contexts, examine how to use Big Data to generate sales growth, and learn the key elements to producing and executing a strategic marketing plan. The course uses a combination of lecturer, case studies, and group and individual projects. Presentation and writing skills are given extra attention.
Brand Manager Boot Camp: Read More [+]
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 262A
Strategic Brand Management: Read Less [-]

MBA 263 Marketing Analytics 3 Units
Offered through: Business Administration
Terms offered: Fall 2007, Spring 2007, Spring 2006
Information technology has allowed firms to gather and process large quantities of information about consumers’ choices and reactions to marketing campaigns. However, few firms have the expertise to intelligently act on such information. This course addresses this shortcoming by teaching students how to use customer information to better market to consumers. In addition, the course addresses how information technology affects marketing strategy.
Marketing Analytics: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 206
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 262B
Marketing Analytics: Read Less [-]

MBA 264 High Technology Marketing Management 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2005, Fall 2004, Fall 2003
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.
High Technology Marketing Management: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 206 or equivalent
Hours & Format
Fall and/or spring:
8 weeks - 4-6 hours of lecture per week
15 weeks - 2-3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
High Technology Marketing Management: Read Less [-]
MBA 265 Influencing Consumers 2 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2007, Spring 2007, Spring 2006
A specialized course in advertising, focusing on management and
decision-making. Topics include objective-setting, copy decisions, media
decisions, budgeting, and examination of theories, models, and other
research methods appropriate to these decision areas. Other topics
include social/economic issues of advertising by nonprofit organizations.
Influencing Consumers: Read More [+]

Rules & Requirements
Prerequisites: Master's in Business Administration 206 or equivalent

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Influencing Consumers: Read Less [-]

MBA 266 Sales Force Management and
Channel Strategy 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2010
The success of any marketing program often weighs heavily upon its
c o-execution by members of the firm's distribution channel. This course
seeks to provide an understanding of how the strategic and tactical roles
of the channel can be identified and managed. This is accomplished, first,
through studying the broad economic and social forces which govern the
channel evolution. It is completed through the examination of tools to
select, manage and motivate channel partners.
Sales Force Management and Channel Strategy: Read More [+]

Rules & Requirements
Prerequisites: Masters in Business Administration 202B, 206 or
equivalent

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Sales Force Management and Channel Strategy: Read Less [-]

MBA 267 Topics in Marketing 0.5 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
Advanced study in the field of Marketing. Topics will vary from year to
year and will be announced at the beginning of each semester.
Topics in Marketing: Read More [+]

Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - .5-3 hours of lecture per week
Summer: 6 weeks - 1.5-7.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Topics in Marketing: Read Less [-]

MBA 268B International Marketing 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
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.
International Marketing: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
International Marketing: Read Less [-]
MBA 268C Social Media Marketing 1 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2014
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.
Social Media Marketing: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Social Media Marketing: Read Less [-]

MBA 268D Design and Marketing New Products 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
With rapid advancements in materials and technologies, the product life cycle is getting shorter and shorter. Consequently, companies need to constantly improve existing products and develop new ones. This course examines the strategies, processes and methods used by these companies, and the cutting-edge tools and techniques used for new-product development. Readings and guest speakers from both product and services will be used to develop understanding and mastery. Upon conclusion, students will be able to identify new market space opportunities, evaluate qualitative and quantitative research and turn it into actionable decisions, and develop long-range business plans to meet both strategic and financial objectives of a new product launch.
Design and Marketing New Products: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Design and Marketing New Products: Read Less [-]

MBA 269 Pricing 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
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.
Pricing: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Pricing: Read Less [-]

MBA 270 Business Strategy in the Global Political Economy 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007, Spring 2006
Introduction to political economy, the role of government in a mixed economy, business-government relations, the public policy process, regulation of business, corporate political activity and corporate governance. Compares United States corporate governance systems, public policies and political system to those of Western Europe and Japan.
Business Strategy in the Global Political Economy: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Business Strategy in the Global Political Economy: Read Less [-]
MBA 273 Dynamic Capabilities and Innovation 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This is a course in strategic management. It draws on a variety of disciplines and integrates them in the fashion that will generate key insights into how technology can be developed and managed. This course will help students acquire and practice concepts and skills that are relevant to management in a technologically dynamic environment. It provides frameworks for intellectual capital management in the private sector. This course is aimed at those interested in working for either large or small firms in technologically progressive industries, as well as those wishing to understand how mature industries can create and respond to innovation.
Dynamic Capabilities and Innovation: Read More [+]
Hours & Format
Fall and/or spring: 10 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Dynamic Capabilities and Innovation: Read Less [-]

MBA 275 Managing the Legal Environment of Business 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2006
A manager must understand the legal environments which impact business and understand how to work effectively with lawyers. This course addresses the legal aspects of business relationships and business agreements. Topics covered include forms of business organization, duties of officers and directors, intellectual property, antitrust, contracts, employment relationships, criminal law, and debtor-creditor relationships including bankruptcy.
Managing the Legal Environment of Business: Read More [+]
Rules & Requirements
Prerequisites: Completion of all core courses or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week
Summer: 8 weeks - 4-6 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Managing the Legal Environment of Business: Read Less [-]

MBA 277 Special Topics in Business and Public Policy 1 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007, Fall 2006
Topics vary by semester at discretion of instructor and by student demand. Topical areas include: business and professional ethics and the role of corporate social responsibility in the mixed economy; managing the external affairs of the corporation, including community, government, media and stakeholder relations; technology policy, research and development and the effects of government regulation of business on technological innovation and adoption.
Special Topics in Business and Public Policy: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 207 or equivalent, or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 278
Special Topics in Business and Public Policy: Read Less [-]

MBA 278 International Business 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This class uses a mix of lectures, class discussions and case studies to survey firms engaged in international business. We commence by examining the causes and consequences of increased global and regional economic integration, including an introduction of the impact of increased integration on firm strategy.
International Business: Read More [+]
Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
International Business: Read Less [-]
MBA 280 Real Estate Investment and Market Analysis 3 Units
Offered through: Business Administration
Intensive review of literature in the theory of land use, urban growth, and real estate market behavior; property rights and valuation; residential and nonresidential markets; construction; debt and equity financing; public controls and policies.
Real Estate Investment and Market Analysis: Read More [+]
Rules & Requirements
Prerequisites: Consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 280
Real Estate Investment and Market Analysis: Read Less [-]

MBA 282 Real Estate Development 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2012
The interaction of the private and public sectors in urban development; modeling the urban economy; growth and decline of urban areas; selected policy issues: housing, transportation, financing, local government, urban redevelopment and neighborhood change are examined.
Real Estate Development: Read More [+]
Rules & Requirements
Prerequisites: Consent of instructor
Repeat rules: Course may be repeated for credit without restriction.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 282
Real Estate Development: Read Less [-]

MBA 283 Real Estate Finance and Securitization 3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2010, Fall 2009
Students will be introduced to the fundamentals of real estate financial analysis, including elements of mortgage financing and taxation. The course will apply the standard tools of financial analysis to specialized real estate financing circumstances and real estate evaluation.
Real Estate Finance and Securitization: Read More [+]
Rules & Requirements
Prerequisites: Business Administration 280 and background in the basics of finance, micro-economics, macro-economics, statistics, and quantitative analysis
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 283
Real Estate Finance and Securitization: Read Less [-]

MBA 284 Real Estate Investment Strategy 3 Units
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007, Spring 2006
Analysis of selected problems and special studies; cases in residental and non-residential development and financing, urban redevelopment, real estate taxation, mortgage market developments, equity investment, valuation, and zoning.
Real Estate Investment Strategy: Read More [+]
Rules & Requirements
Prerequisites: Consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 284
Real Estate Investment Strategy: Read Less [-]
MBA 285 Land Development and Investment
3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course is designed as an interdisciplinary approach for students to learn about every aspect of deal making in the land development process. Although it focuses on real estate and land investment, the thrust of the course is on deal making, whether it be on acquisition, financing, environmental review, entitlement, obtaining community support, or ultimate disposition of a successful project. The course introduces the use of green technology and the inclusion of affordable housing issues in the development process.
Land Development and Investment: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Summer: 3 weeks - 15 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 286 Housing and the Urban Economy
3 Units
Offered through: Business Administration
Terms offered: Fall 2006, Fall 2005, Fall 2004
This course considers the economics of urban housing and land markets from the viewpoints of investors, developers, public and private managers, and consumers. It considers the interactions between private action and public regulation—including land use policy, taxation, and government subsidy programs. We will also analyze the links between primary and secondary mortgage markets, securitization, and liquidity. Finally, the links between local housing and related markets—such as transportation and public finance—will be explored.
Housing and the Urban Economy: Read More [+]

Rules & Requirements
Prerequisites: Public Policy 210A-210B or equivalent

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of seminar per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Quigley
Formerly known as: Business Administration 296

MBA 287 Special Topics in Real Estate Economics and Finance
1 - 3 Units
Offered through: Business Administration
Topics vary each semester. Topic areas include advanced techniques for real estate financial analysis and structuring and evaluation; the securitization of real estate debt and equity; issues in international real estate; cyclical behavior of real estate markets; portfolio theory and real estate asset allocation.

Special Topics in Real Estate Economics and Finance: Read More [+]

Rules & Requirements
Prerequisites: Business Administration 280 and consent of instructor
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 281

MBA 290A Introduction to Management of Technology
3 Units
Offered through: Business Administration
Terms offered: Spring 2007, Spring 2006, Spring 2005
This course gives students an overview of the main topics encompassed by management of technology. It includes the full chain of innovative activities beginning with R&D and extending through production and marketing. Why do many existing firms fail to incorporate new technology? What are the success factors at each stage of innovation? The course introduces students to Haas and College of Engineering faculty working in the relevant areas and student projects at leading high tech firms.
Introduction to Management of Technology: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Quigley
Formerly known as: Business Administration 290E

Introduction to Management of Technology: Read Less [-]
MBA 290B Biotechnology Industry Perspectives and Business Development 2 Units
Offered through: Business Administration
Terms offered: Fall 2010, Fall 2009, Fall 2008
This course is designed to examine the strategic issues that confront the management of the development-stage biotech company, i.e., after its startup via an initial capital infusion, but before it might be deemed successful (e.g., by virtue of a product launch), or otherwise has achieved "first-tier" status. The intention is to study the biotech organization during the process of its growth and maturation from an early-stage existence through "adolescence" into an "adult" company.
Biotechnology Industry Perspectives and Business Development: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 290D Design as Strategic Management Issue 2 Units
Offered through: Business Administration
Terms offered: Spring 2007, Spring 2006, Fall 2005
This course is a study of product design, facilities design, and corporate identity design. It will cover how these design strategies are integral to product development and influence customer satisfaction, quality issues, manufacturing procedures, and marketing tactics.
Design as Strategic Management Issue: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 290K

MBA 290E Innovation Strategies for Emerging Technologies 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
Every successful entrepreneurial high tech venture has at its core individuals with mastery of two skill sets: marketing and management expertise, and technological skill. This course is intended to provide the marketing skills needed for the management of an entrepreneurial high technology venture, regardless of whether the individual's "home" skill set is technical or managerial. We examine in depth successful marketing approaches for entrepreneurial companies as a function of markets and technologies. Emphasis is placed on the special requirements for creating and executing marketing plans and programs in a setting of rapid technological change and limited resources.
Innovation Strategies for Emerging Technologies: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 290G International Trade and Competition in High Technology 2 Units
Offered through: Business Administration
Terms offered: Fall 2009, Fall 2008, Fall 2007
This course looks at who is winning or losing and why in international competition in high technology industries. It will emphasize the interaction between business strategies and the economic and political variables that shape the development and diffusion of new technologies.
International Trade and Competition in High Technology: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 290C

International Trade and Competition in High Technology: Read Less [-]
MBA 290H Haas@Work 3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2009, Fall 2008
The primary objective of this course and the associated innovation consulting projects is for students to learn and apply the approaches, skills, and behaviors required to successfully initiate and drive innovation in a complex organization. Students taking the course will use concepts and tools from several other Haas courses, including Economic Analysis for Business Decisions, Strategic Leadership, Leading People, Finance, and Problem Finding Problem Solving. As important, the student teams are expected to deliver the highest quality work and deliverables, genuine insights, innovative solutions, and real value on mission-critical client projects.
Haas@Work: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Haas@Work: Read Less [-]

MBA 290K Innovation in Services and Business Models 2 Units
Offered through: Business Administration
Terms offered: Fall 2011
This course examines services innovation, first covering key concepts, including how services innovation differs from product innovation, the role of openness in services, the role of business models, and co-creation. The course then introduces several tools and frameworks to apply those concepts to specific services situations. These include process design, process mapping and improvement, business models, co-creation, and platform innovation.
Innovation in Services and Business Models: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Chesbrough
Innovation in Services and Business Models: Read Less [-]

MBA 290N Managing the New Product Development Process 3 Units
Offered through: Business Administration
Terms offered: Fall 2013, Fall 2012, Fall 2010
An operationally focused course that aims to develop the interdisciplinary skills required for successful product development. Through readings, case studies, guest speakers, applied projects, and student research, students discover the basic tools, methods, and organizational structures used in new product development management. Course covers process phases: idea generation, product definition, product development, testing and refinement, manufacturing ramp-up and product launch.
Managing the New Product Development Process: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 290A
Managing the New Product Development Process: Read Less [-]

MBA 290P Project Management Case Studies 1 - 2 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2013, Spring 2008
This course presents case studies of projects that required intervention to avert catastrophic failure. Students will discuss case studies and review real management problems of major corporations. They will create strategic plans to alleviate problems and learn how to manage a large project to a successful completion.
Project Management Case Studies: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing

Hours & Format
Fall and/or spring:
6 weeks - 2-4 hours of lecture per week
15 weeks - 2-4 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Project Management Case Studies: Read Less [-]
MBA 290S Strategy for the Information Technology Firm 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This course is a strategy and general management course for students interested in pursuing careers in the global information technology industry. Students are taught to view the IT industry through the eyes of the general manager/CEO (whether at a start-up or an industry giant). They learn how to evaluate strategic options and their consequences, how to understand the perspectives of various industry players, and how to anticipate how they are likely to behave under various circumstances. These include the changing economics of production, the role network effects and standards have on adoption of new products and services, the tradeoffs among potential pricing strategies, and the regulatory and public policy context.

MBA 290T Special Topics in Innovation and Design 0.5 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2015, Fall 2014, Fall 2012
Advanced study in the fields of innovation and design. Topics will vary from year to year and will be announced at the beginning of each semester.

MBA 290V Corporate Strategy in Telecommunications and Media 3 Units
Offered through: Business Administration
Terms offered: Fall 2008, Fall 2006
This course is intended for students who wish to gain better understanding of one of the most important issues facing management today—designing, implementing, and managing telecommunication and distributed computer systems. The following topics are covered: a survey of networking technologies; the selection, design, and management of telecommunication systems; strategies for distributed data processing; office automation; and management of personal computers in organizations.

MBA 291C Active Communicating 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
This course develops the basic building blocks of impactful communication—e.g., concentration, energy, voice, physical expressiveness, spontaneity, listening, awareness, and presence—by drawing upon expertise from theater arts. Active, participatory exercises allow for the development and embodiment of effective communication skills. Class readings, lectures, and discussions address participants' specific workplace applications.

Rules & Requirements

Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 0.5-3 hours of lecture per week
Summer: 6 weeks - 1.5-7.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: 244D
MBA 291D Presentation Design for Analytical Communications 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015
This course exposes the problems of poor data presentation and introduces design practices necessary to communicate quantitative business information clearly, efficiently, and powerfully. This course identifies what to look for in the data and describes the types of graphs and visual analysis techniques most effective for spotting what is meaningful and making sense of it.
Presentation Design for Analytical Communications: Read More [+]

Hours & Format
Fall and/or spring: 2 weeks - 8 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Presentation Design for Analytical Communications: Read Less [-]

MBA 291I Improvisational Leadership 3 Units
Offered through: Business Administration
Terms offered: Prior to 2007
This class explores the broad principles of improvisation, a performing art form that has developed pedagogical methods to enhance individual spontaneity, listening and awareness, expressive skills, risk-taking, and one’s ability to make authentic social and emotional connections. The ultimate aim of the course is to help students develop an innovative and improvisational leadership mindset, sharpening in-the-moment decision making and the ability to quickly recognize and act upon opportunities when presented. In practical terms, this course strives to enhance students' business communication skills and increase both interpersonal intuition and confidence.
Improvisational Leadership: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week
Summer: 6 weeks - 7.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Improvisational Leadership: Read Less [-]

MBA 291L Leader as Coach 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
This course focuses on the art and science of coaching including theory and practice. The curriculum will cover theory and practice for three aspects of the coaching process – knowledge-based (information and skills), motivation-based (inspiration and passion), and strategy-based (communication and integration). The curriculum will focus on primary coaching skills, tools, processes and behaviors that a coach uses. In addition, participants will learn facilitation skills as the preferred methodology in achieving successful coaching programs. Course participants will have the opportunity to utilize this material in practice coaching sessions with supervision and feedback from peers and the instructor.
Leader as Coach: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 1 hour of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Leader as Coach: Read Less [-]

MBA 291S Storytelling for Leadership 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015, Spring 2015, Fall 2014
This course provides students with personal leadership development through the ability to tell "Who Am I" leadership journey stories, for use in the business context. For leaders, whose job it is to manage change, the approach to storytelling facilitates learning and is a vehicle to assist others in overcoming obstacles, generating enthusiasm and team work, sharing knowledge and ultimately leading to build trust and connection. This course give strategies, skills and practices for the three elements of telling powerful leadership stories: Story Content, Story Structure and Story Delivery. The course is highly interactive.
Storytelling for Leadership: Read More [+]

Hours & Format
Fall and/or spring: 8 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Storytelling for Leadership: Read Less [-]
MBA 291T Topics in Managerial Communications 1 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2015, Fall 2013, Fall 2012
This course will provide the student with specialized knowledge in some area of managerial communications. Topics include multimedia business presentations, personal leadership development, diversity management, and making meetings work. Topics will vary from semester to semester. Topics in Managerial Communications: Read More [+]

Rules & Requirements

Repeat rules: Course may be repeated for credit without restriction.

Hours & Format

Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 291B

Topics in Managerial Communications: Read Less [-]

MBA 292A Strategy and Leadership for Social Impact 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2013, Fall 2012
This course prepares students conceptually and practically to create, lead, and manage nonprofit organizations. Focuses on the centrality of the mission, governing board leadership, application of strategy and strategic planning, and strategic management of issues unique to or characteristic of the sector: performance measurement, program development, financial management, resource development, community relations and marketing, human resource management, advocacy, and management. Strategy and Leadership for Social Impact: Read More [+]

Hours & Format

Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Strategic and Leadership for Social Impact: Read Less [-]

MBA 292B Nonprofit Boards 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
The purpose of this class is to acquaint Master of Business Administration students, many of whom will be asked to serve on nonprofit boards throughout their careers, with the nonprofit sector and the roles and responsibilities of nonprofit boards. Students will learn why nonprofit boards exist, how they are structured, how they differ from corporate boards, what their legal responsibilities are, how boards and chief executives relate to each other, and how boards contribute to the effectiveness of nonprofit organizations. Nonprofit Boards: Read More [+]

Hours & Format

Summer: 2 weeks - 8 hours of lecture and 8 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Nonprofit Boards: Read Less [-]

MBA 292C Strategic and Sustainable Business Solutions 3 Units
Offered through: Business Administration
Terms offered: Spring 2007, Spring 2006
This course explores the concept and practice of corporate sustainability (CS) and corporate social responsibility (CSR) through a series of lectures, guest speakers, and live consulting projects focused on CS and CSR challenges facing actual companies. The course provides the tools and experiences that sustainable management practitioners can utilize as a part of their value-creating strategies. Viewing CS and CSR from a corporate strategy perspective enables students to understand how considerations of social impact can, in fact, support core business objectives, core competencies, and bottom-line profits. Strategic and Sustainable Business Solutions: Read More [+]

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Strategic and Sustainable Business Solutions: Read Less [-]
MBA 292F Strategic Financial Management of Nonprofit Organizations 1 Unit
Offered through: Business Administration
Terms offered: Spring 2010, Spring 2007
The course focuses on financial management issues faced by board members and senior and executive managers in nonprofit organizations. Students learn tools and techniques for effective planning and budgeting and how to control, evaluate and revise plans. Use and development of internal and external financial reports are studied with an emphasis on using financial information in decision making. Tools and techniques of financial statement analysis, interpretation, and presentation are practiced.

Strategic Financial Management of Nonprofit Organizations: Read More [+]

Rules & Requirements
Prerequisites: Masters in Business Administration 203, financial experience, or equivalent

Hours & Format
Fall and/or spring: 2 weeks - 8 hours of lecture per week
Summer: 2 weeks - 8 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 292I Social Investing--Recent Findings in Management and Finance 1 Unit
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2013
This course introduces the field of social investment. The use of ESG (environmental, social, and governance) criteria is becoming increasingly prevalent among both high net worth individuals and institutions. Many ethical and religious traditions advocate altruism and community-mindedness in all dealings, while some economic and financial theorists argue for a narrow focus on risk and reward, with little regard for the impact of decisions on stakeholder groups or the environment.

Social Investing--Recent Findings in Management and Finance: Read More [+]

Hours & Format
Fall and/or spring: 2 weeks - 8 hours of lecture per week
8 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Kurtz

MBA 292J Haas Socially Responsible Investment Fund 2 Units
Offered through: Business Administration
Terms offered: Fall 2015
In this course, students manage a real investment fund ($1.7 million +) focused on both social and financial returns. Through the Fund students have the opportunity to test the investment and corporate responsibility principles they have learned in the classroom, and to experience the complexities, challenges, and rewards of the investing world. Students have full responsibility for investment decisions, including conducting their own research on companies' environmental, social and governance (ESG) performance. Students receive guidance from both a faculty advisor and an advisory board. The faculty advisor provides regular input on portfolio management, understanding portfolio performance and ESG investing.

Haas Socially Responsible Investment Fund: Read More [+]

Rules & Requirements
Prerequisites: Masters in Business Administration 292I
Repeat rules: Course may be repeated for credit up to a total of 6 units.

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 292N Topics in Social Sector Leadership 1 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2013, Spring 2013
Advanced study in the field of Social Sector Leadership. Topics will vary from year to year and will be announced at the beginning of each semester.

Topics in Social Sector Leadership: Read More [+]

Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Social Investing--Recent Findings in Management and Finance: Read Less [-]

Haas Socially Responsible Investment Fund: Read Less [-]

Topics in Social Sector Leadership: Read Less [-]
MBA 292S Social Sector Solutions: Social Enterprise 3 Units
Offered through: Business Administration
Terms offered: Fall 2014, Fall 2013, Fall 2012
The purpose of this course is to develop students’ skills and knowledge in problem solving, management consulting, and nonprofit organizations. Instruction covers frameworks for problem solving, senior management consulting, and assessing nonprofit organizations. The course includes an assignment to a consultation team that works with a select nonprofit client to help them succeed in an entrepreneurial venture. A partnership with a professional management consulting firm, McKinsey & Company, the course includes experienced McKinsey consultants coaching each of the student teams.
Social Sector Solutions: Social Enterprise: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 3.5 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 293 Individually Supervised Study for Graduate Students 5 Units
Offered through: Business Administration
Terms offered: Spring 2016, Fall 2015, Fall 2014
Individually supervised study of subjects not available to the student in the regular schedule, approved by faculty adviser as appropriate for the student's program.
Individually Supervised Study for Graduate Students: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 0 hours of independent study per week
Summer: 6 weeks - 1-2 hours of independent study per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 293

MBA 293C Curricular Practical Training Internship 0.0 Units
Offered through: Business Administration
Terms offered: Summer 2019 8 Week Session, Fall 2018, Summer 2018 8 Week Session
This is an independent study course for international students doing internships under the Curricular Practical Training program. Requires a paper exploring how the theoretical constructs learned in MBA courses were applied during the internship.
Curricular Practical Training Internship: Read More [+]

Rules & Requirements
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 0 hours of independent study per week
Summer: 8 weeks - 0 hours of independent study per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Offered for satisfactory/unsatisfactory grade only.
Curricular Practical Training Internship: Read Less [-]
MBA 294 Selected Topics for MBA Students 1 or 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
The course focuses on a specific industry, field of management, or region of the world and is initiated and organized by students. It is usually a survey course. Topics will vary from year to year and will be announced at the beginning of each semester.
Selected Topics for MBA Students: Read More [+]

Rules & Requirements
Prerequisites: MBA students
Repeat rules: Course may be repeated for credit up to a total of 2 units.

Hours & Format
Fall and/or spring:
8 weeks - 2-6 hours of seminar per week
10 weeks - 2-3 hours of seminar per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Offered for satisfactory/unsatisfactory grade only.
Selected Topics for MBA Students: Read Less [-]

MBA 295A Entrepreneurship 3 Units
Offered through: Business Administration
Terms offered: Spring 2014, Spring 2010, Spring 2007
This course is about how to start a new business and how to write a business plan. Students are organized in teams of four around new venture ideas of their own choosing. They conduct research, consult with members of the business community, perform analysis, and write a formal business plan. They then present an appeal for funding to a panel consisting of the instructors and members of the investing community.
Entrepreneurship: Read More [+]

Rules & Requirements
Prerequisites: All core courses or equivalents

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Formerly known as: Business Administration 295A
Entrepreneurship: Read Less [-]

MBA 295B Venture Capital and Private Equity 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
This is an advanced case-based course intended to provide the background, tools, and themes of the venture capital industry. The course is organized in four modules of the private equity cycle: (1) fund raising -- examines how private equity funds are raised and structured, (2) investing -- considers the interactions between private equity investors and the entrepreneurs that they finance, (3) exiting -- examines the process through which private equity investors exit their investments; and (4) new frontiers -- reviews many of the key ideas developed in the course.
Venture Capital and Private Equity: Read More [+]

Rules & Requirements
Prerequisites: 295A and 234 recommended

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 295C Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2011
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.
Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley: Read More [+]

Hours & Format
Fall and/or spring:
10 weeks - 3-4.5 hours of lecture per week
15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Opportunity Recognition: Technology and Entrepreneurship in Silicon Valley: Read Less [-]
MBA 295F The Lean Launch Pad 2 Units
Offered through: Business Administration
Terms offered: Spring 2007
This course provides real world, hands-on learning on what it's like to actually start a high-tech company. This class is not about how to write a business plan. It's not an exercise on how smart you are in a classroom, or how well you use the research library to size markets. And the end result is not a PowerPoint slide deck for a VC presentation. And it is most definitely not an incubator where you come to build the "hot-idea" that you have in mind. This is a practical class: Our goal, within the constraints of a classroom and a limited amount of time, is to create an entrepreneurial experience for you with all of the pressures and demands of the real world in an early stage start up.
The Lean Launch Pad: Read More [+]

Rules & Requirements
Prerequisites: Graduate standing

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

The Lean Launch Pad: Read Less [-]

MBA 295I Entrepreneurship Workshop for Start-ups 2 - 4 Units
Offered through: Business Administration
Terms offered: Spring 2015, Fall 2014, Fall 2011
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.
Entrepreneurship Workshop for Start-ups: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2-4 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Entrepreneurship Workshop for Start-ups: Read Less [-]

MBA 295M Business Model Innovation and Entrepreneurial Strategy 2 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
The class teaches how to characterize and analyze business models and how to efficiently construct and test new business models. The course examines businesses across industries and phases of a firm's growth. Critical entrepreneurial strategies are illuminated for new ventures or in building a new enterprise inside a corporation. The course provides students with the skills and knowledge to rapidly assess and shape business models to their advantage in constructing new enterprises.
Business Model Innovation and Entrepreneurial Strategy: Read More [+]

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week
Summer: 10 weeks - 3.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Instructor: Charron

Business Model Innovation and Entrepreneurial Strategy: Read Less [-]

MBA 295N Media: New and Otherwise 1 Unit
Offered through: Business Administration
Terms offered: Prior to 2007
This course provides students with an overview of the media business and how it is changing — from startups to global conglomerates. It addresses the economics of media organizations (and industries), their organizational structures, cultures, brands, and approaches. Some of the questions discussed include: (1) How do traditional media address changing technologies; (2) How is the media business driven by metrics and data; (3) How is it driven by artistic creativity; (4) Are media companies too big? Are they too small? Students will develop and present competitive strategies for media companies, hear from guest speakers, and discuss the transformations happening in media.
Media: New and Otherwise: Read More [+]

Hours & Format
Fall and/or spring: 7 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Media: New and Otherwise: Read Less [-]
MBA 295T Special Topics in Entrepreneurship 1 - 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Spring 2014
Courses of this kind will cover issues in entrepreneurship that either appeal to a specialized interest by type of firm being started (e.g., new ventures in computer software) or in the aspect of the entrepreneurial process being considered (e.g., new venture funding). The courses typically will be designed to take advantage of the access offered by the University and the locale to knowledgeable and experienced members of the business community.
Special Topics in Entrepreneurship: Read More [+]
Rules & Requirements

Prerequisites: All core courses or equivalents

Hours & Format
Fall and/or spring: 15 weeks - 1-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: The grading option will be decided by the instructor when the class is offered.
Formerly known as: Business Administration 295C
Special Topics in Entrepreneurship: Read Less [-]

MBA 296 Special Topics in Business Administration 0.5 - 3 Units
Offered through: Business Administration
Terms offered: Spring 2019, Spring 2018, Spring 2017
Advanced study in various fields of business administration. Topics will vary from year to year and will be announced at the beginning of each semester.
Special Topics in Business Administration: Read More [+]
Rules & Requirements

Prerequisites: Graduate standing
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - .5-3 hours of lecture per week
Summer:
6 weeks - 2-7.5 hours of lecture per week
8 weeks - 1-5.5 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: The grading option will be decided by the instructor when the class is offered.
Formerly known as: Business Administration 296
Special Topics in Business Administration: Read Less [-]

MBA 297A Healthcare in the 21st Century 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
This course gives a systematic overview of the U.S. health care system by providing students with an understanding of its structure, financing, and special properties. Applies social science theory, disciplinary contributions, and research findings to the understanding of health care delivery problems; examines current courses of data about health status, health services use, financing, and performance indicators; and analyzes the larger management and policy issues that drive reform efforts.
Healthcare in the 21st Century: Read More [+]
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Healthcare in the 21st Century: Read Less [-]

MBA 297B Health Care Finance 2 Units
Offered through: Business Administration
Terms offered: Fall 2006
This course covers the strategic financial management in the health services industry, including provider organizations (e.g., hospitals and physician groups) and insurance firms. Cases are used to apply the financial analysis and planning skills learned in the course. Topic areas include financial statement analysis, cost behavior, pricing and service decisions, planning and budgeting, management control, debt and equity financing, risk and return, capital budgeting, and project risk assessment.
Health Care Finance: Read More [+]
Rules & Requirements

Prerequisites: Master's-level accounting and finance

Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Health Care Finance: Read Less [-]
MBA 297C Innovations in Healthcare 2 Units
Offered through: Business Administration
Terms offered: Prior to 2007
The purpose of this course is to provide students with insights into the newest innovations in healthcare service delivery, information technology, and medical devices. Through presentations by leading entrepreneurs in the field, students will be challenged to make investment decisions in those firms with the greatest promise. Students will also be asked to develop an investment philosophy that supports their commitments to specific companies.
Innovations in Healthcare: Read More [+]
Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 298A International Business Development for MBAs 2 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2013
This course explores the issues of conducting business in an international context, including an analysis of project management, information resources, and cultural differences. The three-week project, typically in a developing economy, provides a real-life application of theories of this course and of the first-year MBA courses. The fall segment highlights the presentations of each returning team on their project findings and experiences.
International Business Development for MBAs: Read More [+]
Rules & Requirements
Prerequisites: First semester MBA core courses
Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade. This is part two of a year long series course. Upon completion, the final grade will be applied to both parts of the series.
Formerly known as: Business Administration 297B

MBA 298B International Business Development for MBAs 1 Unit
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2014, Fall 2013
This course explores the issues of conducting business in an international context, including an analysis of project management, information resources, and cultural differences. The three-week project, typically in a developing economy, provides a real-life application of theories of this course and of the first-year MBA courses. The fall segment highlights the presentations of each returning team on their project findings and experiences.
International Business Development for MBAs: Read More [+]
Rules & Requirements
Prerequisites: First semester MBA core courses
Hours & Format
Fall and/or spring: 15 weeks - 2 hours of lecture per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 298S Seminar in International Business 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2007, Spring 2007
This course involves a series of speaker and seminar-type classes in preparation for a two-week study tour of a specific country or region. Participants will visit companies and organizations and meet with top-level management to learn about the opportunities and challenges of operating in a specific country or region. Evaluation is based on student presentations, participation, and a research paper.
Seminar in International Business: Read More [+]
Hours & Format
Summer: 8 weeks - 4-5.5 hours of fieldwork and 4-5.5 hours of fieldwork per week
Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.
Seminar in International Business: Read Less [-]
MBA 298X MBA Exchange Program 1 - 15 Units
Offered through: Business Administration
Terms offered: Fall 2018, Fall 2017, Fall 2016
Students who participate in one of the Haas School's domestic or international exchange programs receive credit (usually 12 units) at Haas for the set of courses that they successfully complete at their host school. The courses that the students take at the host school are subject to review by the MBA Program office to ensure that they match course requirements at the Haas School.

MBA Exchange Program: Read More [+]

Rules & Requirements
Prerequisites: Successful completion of all core courses; good academic standing
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 1-15 hours of fieldwork per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Offered for satisfactory/unsatisfactory grade only.

MBA 299 Strategic Leadership 2 Units
Offered through: Business Administration
Terms offered: Spring 2015, Spring 2014, Spring 2013
Course covers core topics in strategy, including selection of goals; the choice of products and services to offer; competitive positioning in product markets; decisions about scope and diversity; and the design of organizational structure, administrative systems, and other issues of control and internal regulation.

Strategic Leadership: Read More [+]

Rules & Requirements
Prerequisites: 201A

Hours & Format
Fall and/or spring: 6 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

MBA 299B Global Strategy and Multinational Enterprise 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2007, Fall 2004, Spring 2004
Identifies the management challenges facing international firms. Attention to business strategies, organizational structures, and the role of governments in the global environment. Special attention to the challenges of developing and implementing global new product development strategies when industrial structures and government policies differ. Efficacy of joint ventures and strategic alliances. Implications for industrial policy and global governance.

Global Strategy and Multinational Enterprise: Read More [+]

Rules & Requirements
Prerequisites: All core courses

Hours & Format
Fall and/or spring: 15 weeks - 2-3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 299E

MBA 299E Competitive and Corporate Strategy 2 or 3 Units
Offered through: Business Administration
Terms offered: Fall 2013, Fall 2012, Fall 2011
Examines optimal production and pricing policies for firms in competitive environments; optimal strategies through time; strategies in the presence of imperfect information. How differing market structures and government policies (including taxation) affect output and pricing decisions. Social welfare implications of decisions by competitive firms also explored.

Competitive and Corporate Strategy: Read More [+]

Rules & Requirements
Prerequisites: All core courses

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details
Subject/Course Level: Masters in Business Administration/Graduate
Grading: Letter grade.

Formerly known as: Business Administration 299B

Competitive and Corporate Strategy: Read Less [-]
MBA 299H Strategic Management and the Organization of Health Services 2 or 3 Units
Offered through: Business Administration
Terms offered: Spring 2006, Spring 2005, Fall 2004
This is a course in strategic management of health services organizations. It systematically addresses system-wide, organization-wide, group-level, and individual-level issues in strategy formulation, content, implementation, and performance. It considers internal and external factors that affect organizational performance. Emphasis is on the development and implementation of strategies to meet stakeholders’ demands, and total quality management approaches. This course covers a wide variety of health care organizations including providers, plans, systems, suppliers, pharmaceuticals, and biotechs. The course builds on 205 and Public Health 223A.

Strategic Management and the Organization of Health Services: Read More [+]

Rules & Requirements

Prerequisites: Business Administration 205 or Public Health 223A and 224A, or consent of instructor

Hours & Format

Fall and/or spring:
10 weeks - 3 hours of lecture per week
15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Formerly known as: Business Administration 299G

Strategic Management and the Organization of Health Services: Read Less [-]

MBA 299M Marketing Strategy 3 Units
Offered through: Business Administration
Terms offered: Fall 2015, Fall 2012, Fall 2009
Strategic planning theory and methods with an emphasis on customer, competitor, industry, and environmental analysis and its application to strategy development and choice.

Marketing Strategy: Read More [+]

Rules & Requirements

Prerequisites: All core courses

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Graduate

Grading: Letter grade.

Formerly known as: Business Administration 299D

Marketing Strategy: Read Less [-]

MBA 375 Teaching Business 0.5 Units
Offered through: Business Administration
Terms offered: Spring 2019, Fall 2018, Spring 2018
This course will cover the important skills and resources necessary to be an effective graduate student instructor (GSI) in the Haas School of Business. GSIs are an integral part of instruction at Haas, supporting faculty teaching through administrative and pedagogical support. This course seeks to prepare MBA students for their first GSI positions, ensuring that they are ready for the many potential challenges that might await them in the ensuing semester. Students will learn effective teaching strategies from faculty and veteran GSIs, as well as resources available to them both through Haas and the Berkeley campus. This course will also teach MBA students the common pitfalls of any class--both in pedagogical style and in student interaction.

Teaching Business: Read More [+]

Hours & Format

Fall and/or spring: 1 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Masters in Business Administration/Professional course for teachers or prospective teachers

Grading: Offered for satisfactory/unsatisfactory grade only.

Formerly known as: Master of Business Administration 300

Teaching Business: Read Less [-]