

Business Administration

Bachelor of Science (BS)

Students who earn a Bachelor of Science degree from the Haas School of Business Undergraduate Program possess the knowledge and technical skills necessary to understand the modern business world, to achieve the highest levels of success in their professional careers, and to prepare for subsequent graduate work. Coursework is fully integrated with the University's liberal arts curriculum, resulting in graduates who are able to draw upon their knowledge of the arts and sciences as well as business in their endeavors.

Admission to the Major

The highly competitive Haas Undergraduate Program offers a BS in Business Administration. Students interested in applying can choose one of the following pathways:

Spieker Undergraduate Business Program

The Spieker Program is a four-year undergraduate business program that provides opportunities for deeper learning and enrichment, including career development and internships, study abroad, entrepreneurship programs, capstone projects, mentorship engagements, and student leadership experiences.

Beginning in Fall 2023, you can apply to the Spieker Program as a high-school senior.

For further information, please see the Spieker Undergraduate Business Program website. (<https://haas.berkeley.edu/undergrad/>)

Global Management Program (GMP)

The selective Global Management Program blends rigorous business and general education with broad cultural understanding, preparing students to lead in financial services, communications, social sector solutions, foreign affairs, management consulting, and more.

Study in the four-year program begins in the summer with orientation and courses at UC Berkeley and includes the Berkeley Global Edge experience as a mandatory component—completed in fall of freshman year.

The program is only open to freshmen during the UC application period.

For further information, please see the GMP web site (<https://haas.berkeley.edu/gmp/>).

Management, Entrepreneurship & Technology (M.E.T.)

The Management, Entrepreneurship, & Technology program (M.E.T.) at the Haas School of Business (<http://www.haas.berkeley.edu/>) and the College of Engineering (<http://engineering.berkeley.edu/>) at Berkeley is a fully integrated, two-degree program. In four years, students earn a full Bachelor of Science degree in Business from Berkeley Haas and choice of a Bachelor of Science in Bioengineering (BioE), Civil Engineering (CE), Electrical Engineering & Computer Sciences (EECS), Industrial Engineering & Operations Research (IEOR), Materials Science & Engineering (MSE), or from Berkeley Engineering.

The program is only open to freshmen during the UC application period. Current UC Berkeley College of Engineering sophomores majoring in a M.E.T. academic track (AE, BioE, CE, EECS, IEOR, MSE, or ME) are

eligible to apply to the M.E.T. program during the fall of their sophomore year. If admitted, students will join M.E.T. during their junior year.

Students enrolled in any other College at UC Berkeley, or admitted as junior transfers to UC Berkeley, are NOT eligible to apply to the M.E.T. Program. In addition, we cannot review applications from students who have already earned a bachelor's degree. For more information, see: met.berkeley.edu/continuing-student-admission/ (<https://met.berkeley.edu/admissions/continuing-student-admission/>)

For further information, please see the M.E.T. website (<http://met.berkeley.edu/>).

Transfer and Continuing UC Berkeley

The Haas Undergraduate Program accepts applications from both transfer (<https://haas.berkeley.edu/undergrad/admissions/application-process/transfer-students/>) and continuing UC Berkeley students (<https://haas.berkeley.edu/undergrad/admissions/application-process/continuing-students/>). Before applying to the major, visit the website (<https://haas.berkeley.edu/undergrad/admissions/>) which contains complete information concerning academic qualifications for admission with details about prerequisites and degree requirements. Because there are many more applicants than spaces available, completion of the prerequisites does not guarantee admission.

Robinson Life Sciences, Business, and Entrepreneurship (LSBSE) Program

In the Robinson Life Sciences, Business, and Entrepreneurship (LSBSE) Program, students will earn a BS in Business Administration and a BA in Molecular and Cell Biology in the emphasis of your choice: Biochemistry & Molecular Biology; Cell & Developmental Biology; Genetics, Genomics, & Development; Immunology & Pathogenesis; or Neurobiology. Admission to the program is highly competitive and open only to students currently enrolled at UC Berkeley. Students apply to the LBSE Program during their sophomore year and must complete all prerequisite requirements for Business alongside the requirements to declare MCB. For further information, please see the LSBSE website (<https://haas.berkeley.edu/biology-business/>).

Minor Program

Summer Minor in Sustainable Business and Policy

The Summer Minor in Sustainable Business and Policy is hosted by the U.C. Berkeley's Haas School of Business and the Department of Agricultural and Resource Economics. Students develop economic and business skills and gain an understanding of government laws and policies. This minor will equip students with the essential tools for driving business and social change in the 21st century. The program offers an applied approach to studying business and regulatory challenges, and the critical sustainability challenges facing firms operating in a global economy over the next century.

For further information, please visit the Summer Minor in Sustainable Business and Policy website. (<https://haas.berkeley.edu/sustainability/student-opportunities/summer-minor-in-sustainable-business-and-policy/>)

In addition to the University, campus, and college requirements, listed on the College Requirements tab, students must fulfill the below requirements specific to their major program.

General Guidelines

1. A minimum of 38 upper division business units are required, and a minimum of 12 upper division non-business units are required.
2. Haas students must adhere to the 7-course breadth guidelines (<https://haas.berkeley.edu/undergrad/academics/courses/breadth-courses/>) outlined on the Haas Undergraduate Program website. Breadth courses must be completed with at least a C- or P grades.
3. No more than 16 units total in courses numbered 98, 99, 197, 198, and 199 may be used to satisfy degree requirements.
4. Students must complete the degree program in four semesters, not including Summer Session.
5. All Haas business courses must be taken for a letter grade, including core substitutions, with the exception of UGBA 194, UGBA 198 and UGBA 199 (only offered *Pass/No Pass*).
6. No more than 1/3 of a student's total UC Berkeley units may be taken *Pass/No Pass*, including physical education courses, Education Abroad Program, or courses taken on another UC campus.
7. Students who receive a grade of D+ or lower in a core course must repeat the course until they achieve a grade of C- or better.
8. A minimum overall grade point average (GPA) of 2.0 is required for graduation.

For information regarding residence requirements and unit requirements, please see the College Requirements (<https://guide.berkeley.edu/undergraduate/colleges-schools/haas-business/#collegerequirementstext>).

Lower Division Prerequisites

The prerequisites listed below are required for the major. All prerequisites must be completed at UC Berkeley with a letter grade of C- or higher, no more than five years before starting the Business major. For further information regarding the prerequisites and the admissions, please see the program's website (<https://haas.berkeley.edu/undergrad/admissions/>).

| | | |
|---|--|-----|
| UGBA 10 | Course Not Available | |
| ECON 1 | Introduction to Economics | 4 |
| or ECON 2 | Introduction to Economics--Lecture Format | |
| Select one of the following calculus sequences: | | 6-8 |
| MATH 16A & MATH 16B | Analytic Geometry and Calculus and Analytic Geometry and Calculus | |
| MATH 51/1A | Calculus I [4] (MATH 51 as of Fall 2025) | |
| MATH 52/1B | Calculus II [4] (MATH 52 as of Fall 2025) | |
| MATH 53 | Multivariable Calculus [4] | |
| MATH 54 | Linear Algebra and Differential Equations [4] | |
| Select one of the following statistics courses: | | 4 |
| STAT 20 | Introduction to Probability and Statistics [4] | |
| STAT 21 | Introductory Probability and Statistics for Business | 4 |
| or STAT W21 | Introductory Probability and Statistics for Business | |
| STAT C8 & C88S | Foundations of Data Science and Probability and Mathematical Statistics in Data Science ² | |
| STAT C131A | Statistical Methods for Data Science | 4 |
| STAT 134 | Concepts of Probability [4] | |

English/Reading and Composition Requirement (see below).

| | | |
|--------------|------------------------------|---|
| STAT C140 | Probability for Data Science | 4 |
| or DATA C140 | Probability for Data Science | |

- ¹ Or MATH 1A & MATH 16B.
- ² INFO C8 and COMPSCI C8 are equivalent to STAT C8. Students can take one of the Foundations of Data Science courses (STAT/INFO/COMPSCI 8) **plus** a connector course (STAT C88S, DATA C88S or UGBA 88) to fulfill the statistics prerequisite. The connector course is designed to be taken at the same time or after the Foundations of Data Science course.

Some prerequisites and college requirements may be satisfied through exam credit. Please see the Haas School of Business website (<http://haas.berkeley.edu/Undergrad/aplist.html>) for details.

English/Reading and Composition Requirement (R&C)

For UC Berkeley students: You must satisfy this requirement by completing courses comparable to both Berkeley's English R1A and English R1B (<http://ls-advice.berkeley.edu/requirements/rc.html>). Check this page (<https://guide.berkeley.edu/undergraduate/colleges-schools/haas-business/reading-composition-requirement/>) for a list of courses that will satisfy the first half ("A") and second half ("B") of the R&C requirement.

You may use first-half and second-half courses from different departments. Please remember that Haas guidelines differ from L&S guidelines. For example, for Haas one course may not be used to satisfy both a prerequisite and a breadth requirement.

Students can complete pre-approved Reading and Composition courses at a California Community College. Pre-approved courses can be found on ASSIST (<http://www.assist.org/web-assist/welcome.html>).

For Transfer students: You must satisfy this requirement by completing courses comparable to both UC Berkeley's English R1A and English R1B. Students at schools other than California community colleges should refer to http://admissions.berkeley.edu/transfer_info (http://admissions.berkeley.edu/transfer_info/) for a listing of articulated courses.

Required Upper Division Core Courses

| | | |
|-----------|--|---|
| UGBA 100 | Business Communication | 2 |
| UGBA 101A | Microeconomic Analysis for Business Decisions | 3 |
| UGBA 101B | Macroeconomic Analysis for Business Decisions | 3 |
| UGBA 102A | Financial Accounting | 3 |
| UGBA 102B | Managerial Accounting | 3 |
| UGBA 103 | Introduction to Finance | 4 |
| UGBA 104 | Introduction to Business Analytics | 3 |
| UGBA 105 | Leading People | 3 |
| UGBA 106 | Marketing | 3 |
| UGBA 107 | The Social, Political, and Ethical Environment of Business | 3 |

Total Units **30**

Core Substitutions

The following UC Berkeley courses may be used to fulfill the corresponding core business requirement. However, units for these approved substitutions are non-business upper division units and

students must take additional business electives towards the required 38 upper division business units.

May substitute one of the following for UGBA 101A:

| | | |
|-------------|---|--|
| ECON 100A | Microeconomics [4] | |
| ECON 101A | Microeconomics (Quantitative) [4] | |
| ENVECON 100 | Intermediate Microeconomics with Applications to Sustainability [4] | |
| POLECON 106 | Intermediate Microeconomic Theory [4] | |

May substitute one of the following for UGBA 101B:

| | | |
|-------------|-----------------------------------|---|
| ECON 100B | Macroeconomics [4] | |
| ECON 101B | Macroeconomics (Quantitative) [4] | |
| POLECON 107 | Intermediate Macroeconomic Theory | 4 |

UC Extension courses are **not** equivalent to Haas core or elective courses.

Upper Division Business Administration Elective Courses

| | | |
|------------|---|-----|
| UGBA 117 | Special Topics in Economic Analysis and Policy | 1-4 |
| UGBA 118 | International Trade | 3 |
| UGBA 120AA | Intermediate Financial Accounting 1 | 4 |
| UGBA 120AB | Intermediate Financial Accounting 2 | 4 |
| UGBA 120B | Advanced Financial Accounting | 4 |
| UGBA 121 | Federal Income Tax Accounting | 4 |
| UGBA 122 | Financial Information Analysis | 4 |
| UGBA 123 | Operating and Financial Reporting Issues in the Financial Services Industry | 3 |
| UGBA 125 | Ethics in Accounting | 3 |
| UGBA 126 | Auditing | 4 |
| UGBA 127 | Special Topics in Accounting | 1-4 |
| UGBA 128 | Strategic Cost Management | 3 |
| UGBA 131 | Corporate Finance and Financial Statement Analysis | 3 |
| UGBA 131A | Corporate Strategy and Valuation | 3 |
| UGBA 132 | Financial Institutions and Markets | 3 |
| UGBA 133 | Investments | 3 |
| UGBA 134 | Introduction to Financial Engineering | 3 |
| UGBA 135 | Personal Financial Management | 2 |
| UGBA 136F | Behavioral Finance | 3 |
| UGBA 137 | Special Topics in Finance | 1-4 |
| UGBA 141 | Production and Operations Management | 2-3 |
| UGBA 143 | Game Theory and Business Decisions | 3 |
| UGBA 147 | Special Topics in Operations and Information Technology Management | 1-4 |
| UGBA 151 | Management of Human Resources | 3 |
| UGBA 152 | Negotiation and Conflict Resolution | 3 |
| UGBA 154 | Power and Politics in Organizations | 3 |
| UGBA 155 | Leadership | 3 |
| UGBA 157 | Special Topics in the Management of Organizations | 1-4 |
| UGBA 160 | Customer Insights | 3 |
| UGBA 161 | Market Research: Tools and Techniques for Data Collection and Analysis | 3 |

| | | |
|------------|---|-----|
| UGBA 162 | Brand Management and Strategy | 3 |
| UGBA 162A | Product Branding and Branded Entertainment | 2 |
| UGBA 164 | Marketing Strategy | 3 |
| UGBA 165 | Advertising Strategy | 3 |
| UGBA 167 | Special Topics in Marketing | 1-4 |
| UGBA 169 | Pricing | 3 |
| UGBA C172 | History of American Business | 3 |
| UGBA 173 | Competitive Strategy | 3 |
| UGBA 174 | Leading Strategy Implementation | 3 |
| UGBA 175 | Legal Aspects of Management | 3 |
| UGBA 176 | Innovations in Communications and Public Relations | 2 |
| UGBA 177 | Special Topics in Business and Public Policy | 1-4 |
| UGBA 178 | Introduction to International Business | 3 |
| UGBA 179 | International Consulting for Small and Medium-Sized Enterprises | 3 |
| UGBA 180 | Introduction to Real Estate and Urban Land Economics | 3 |
| UGBA 183 | Introduction to Real Estate Finance | 3 |
| UGBA 184 | Urban and Real Estate Economics | 3 |
| UGBA 187 | Special Topics in Real Estate Economics and Finance | 1-4 |
| UGBA 190S | Strategy for the Information Technology Firm | 3 |
| UGBA 190T | Special Topics in Innovation and Design | 1-4 |
| UGBA 191C | Communication for Leaders | 2 |
| UGBA 191I | Improvisational Leadership | 3 |
| UGBA 191L | Leadership Communication | 1 |
| UGBA 191P | Leadership and Personal Development | 3 |
| UGBA 192A | Leading Nonprofit and Social Enterprises | 3 |
| UGBA 192AC | Social Movements and Social Media | 3 |
| UGBA 192B | Strategic Philanthropy | 2 |
| UGBA 192L | Applied Impact Evaluation | 2 |
| UGBA 192N | Topics in Social Sector Leadership | 1-5 |
| UGBA 192P | Sustainable Business Consulting Projects | 3 |
| UGBA 192T | Topics in Responsible Business | 1-4 |
| UGBA 193B | Energy & Civilization | 4 |
| UGBA 193C | Practical Training | 0.5 |
| UGBA 193I | Business Abroad | 4-6 |
| UGBA 194 | Undergraduate Colloquium on Business Topics | 1 |
| UGBA 195A | Entrepreneurship | 3 |
| UGBA 195P | Entrepreneurship: How to Successfully start a New Business | 3 |
| UGBA 195S | Entrepreneurship To Address Global Poverty | 3 |
| UGBA 195T | Topics in Entrepreneurship | 1-3 |
| UGBA 196 | Special Topics in Business Administration | 1-4 |
| UGBA 198 | Directed Study | 1-4 |
| UGBA 199 | Supervised Independent Study and Research | 1-4 |

University of California Requirements

Entry Level Writing (<https://guide.berkeley.edu/undergraduate/colleges-schools/haas-business/entry-level-writing-requirement/>)

All students who will enter the University of California as freshmen must demonstrate their command of the English language by satisfying the

Entry Level Writing Requirement. Satisfaction of this requirement is also a prerequisite to enrollment in all reading and composition courses at UC Berkeley.

American History and American Institutions (<https://guide.berkeley.edu/undergraduate/colleges-schools/haas-business/american-history-institutions-requirement/>)

The American History and Institutions requirements are based on the principle that a US resident graduated from an American university should have an understanding of the history and governmental institutions of the United States.

Campus Requirement

The following campus requirements are prerequisites for admission to the undergraduate business major.

American Cultures (<https://guide.berkeley.edu/undergraduate/colleges-schools/haas-business/american-cultures-requirement/>)

American Cultures (AC) is the one requirement that all undergraduate students at UC Berkeley need to take and pass in order to graduate. The requirement offers an exciting intellectual environment centered on the study of race, ethnicity, and culture of the United States. AC courses offer students opportunities to be part of research-led, highly accomplished teaching environments, grappling with the complexity of American culture.

College Requirements

The following are requirements for the Haas Undergraduate Program:

- A minimum of 120 units
- Complete General University Requirements:
 - American History
 - American Institutions
- Berkeley campus requirement:
 - American Cultures
- Completion of degree in four or eight semesters, not including summer session

Breadth Requirements

The undergraduate breadth requirements provide Berkeley students with a rich and varied educational experience outside of their major program. As the foundation of a liberal arts education, breadth courses give students a view into the intellectual life of the University while introducing them to a multitude of perspectives and approaches to research and scholarship. Engaging students in new disciplines and with peers from other majors, the breadth experience strengthens interdisciplinary connections and context that prepares Berkeley graduates to understand and solve the complex issues of their day.

Seven Course Breadth Requirement

Students must successfully complete the seven course breadth sequence to earn a BS degree from the Haas School. Although breadth coursework is not required for admission, students are encouraged to spread breadth courses over 4 years.

- Arts and Literature
- Biological Science
- Historical Studies
- International Studies

- Philosophy and Values
- Physical Science
- Social and Behavioral Sciences

Haas students should adhere to the seven course breadth guidelines (<https://haas.berkeley.edu/undergrad/academics/courses/breadth-courses/>) outlined on the Haas Undergraduate website.

Advanced Placement or International Baccalaureate credit will not satisfy the Seven Course Breadth requirement. A Level exams are accepted. Please contact (<http://haas.berkeley.edu/Undergrad/contact.html>) a Haas Adviser to determine how your A Level exams can be applied to breadth requirements.

Breadth courses may be taken at a California Community College. Please follow the most current Articulation Agreement between the community college and UC Berkeley for the business administration major. This information can be found at www.assist.org (<http://www.assist.org>) by selecting the community college followed by UC Berkeley then the business administration major.

For more detailed information regarding the courses listed below (e.g., elective information, GPA requirements, etc.), see the College Requirements and Major Requirements tabs.

Below is the **Spieker Undergraduate Business Program Academic Plan**.

| | | | | Freshman | |
|------------------------------|--|------------|---------------------------|-----------|----|
| | | Fall Units | Spring Units | | |
| MATH 16A | | | 3 MATH 16B | 3 | |
| OR | | | OR | | |
| MATH 1A [4] | | | MATH 1B [4] | | |
| Reading and Composition A | | 4 | Reading and Composition B | 4 | |
| Breadth 1 of 7 | | 4 | Breadth 3 of 7 | 4 | |
| Breadth 2 of 7 | | 4 | Breadth 4 of 7 | 3 | |
| | | | LD Elective | 2 | |
| | | 15 | | | 16 |
| | | | | Sophomore | |
| | | Fall Units | Spring Units | | |
| UGBA 10 | | | 3 STAT 21 | 4 | |
| ECON 1 | | 4 | Backup Major course | 4 | |
| Breadth 5 of 7 | | 4 | Backup Major course | 3 | |
| Breadth 6 of 7/Amer Cultures | | 3 | Breadth 7 of 7 | 4 | |
| LD Elective | | 2 | | | |
| | | 16 | | | 15 |
| | | | | Junior | |
| | | Fall Units | Spring Units | | |
| UGBA Core 1 of 10 | | 4 | UGBA Core 4 of 10 | 4 | |
| UGBA Core 2 of 10 | | 3 | UGBA Core 5 of 10 | 3 | |
| UGBA Core 3 of 10 | | 2 | UGBA Core 6 of 10 | 3 | |
| UGBA Elective | | 2 | UGBA Elective | 3 | |

| | | |
|-------------------------|------------------------|---------------------|
| UD non-UGBA Elective | 3 UD non-UGBA Elective | 3 |
| | 14 | 16 |
| | | Senior |
| | Fall Units | Spring Units |
| UGBA Core 7 of 10 | 3 UGBA Core 9 of 10 | 3 |
| UGBA Core 8 of 10 | 3 UGBA Core 10 of 10 | 3 |
| UGBA Elective | 3 UGBA Elective | 3 |
| UD non-UGBA Elective | 3 UD non-UGBA Elective | 3 |
| LD/UD Elective | 3 LD/UD Elective | 3 |
| | 15 | 15 |
| Total Units: 122 | | |

- ¹ This is a sample program plan. This plan assumes that the student has completed the Entry Level Writing and the American History and Institutions requirements prior to admission.
- ² Students are strongly advised to work with an academic adviser to determine a personal program plan. Your program plan will differ depending on previous credit received, your course schedule, and available offerings.

Graduate in 3 or 3.5 Years

For students considering graduating in less than four years, it's important to acknowledge the reasons to undertake such a plan of study. While there are advantages to pursuing a three-year degree plan such as reducing financial burdens, they are not for everyone and do involve sacrifices; especially with respect to participating in co-curricular activities, depth of study, and summer internships, which typically lead to jobs upon graduation. All things considered, please see the tables for three and three and a half year degree options.

Mission

Guided by the missions of the undergraduate program, and the University's mission of teaching, research, and service, the mission of the Haas School of Business is to develop leaders who redefine how we do business.

The Haas School of Business Undergraduate Program has developed student learning goals for the Business major that provide faculty and students with a shared understanding of the purpose of the major as well as what graduating seniors are expected to know or to be able to do at the end of their course of study as it relates to the school's mission.

The learning goals are assessed to determine whether students are achieving the outcomes. The assessment results are used to inform curricular design and other program offerings. All steps require input and participation from the business school community, particularly the faculty. The resulting learning goals, which have their origin in the core curriculum, were shaped over several months by faculty and administration and are listed below.

Learning Goals for the Major

1. Students will be skilled in critical thinking and decision making, as supported by the appropriate use of analytical and quantitative techniques.

2. Students will apply functional area concepts and theories appropriately.
3. Students will be effective communicators who can prepare and deliver oral and written presentations using appropriate technologies.
4. Students will be sensitive to the ethical requirements of business activities.
5. Students will tackle strategic and organizational challenges with innovative solutions.

For a visual representation of the relationship between the core curriculum and the expected outcomes, please see the Haas School of Business website (<http://www.haas.berkeley.edu/Undergrad/learninggoals.html>).

Major maps are experience maps that help undergraduates plan their Berkeley journey based on intended major or field of interest. Featuring student opportunities and resources from your college and department as well as across campus, each map includes curated suggestions for planning your studies, engaging outside the classroom, and pursuing your career goals in a timeline format.

Use the major map below to explore potential paths and design your own unique undergraduate experience:

View the Business Administration Major Map.

Advising Hours

Advisers are available in S460 (Haas Student Services Building) during open hours.

Advising Open Hours:

Monday, Wednesday, Thursday, and Friday: 9 a.m. to 4 p.m.

Tuesday: 10 a.m. to 4 p.m.

Advising is closed for lunch daily from 12:00 to 1:00 p.m.

Advising is available by appointment (<https://haasug.berkeley.edu/portal/ugadvising/>) or on a walk-in basis.

For assistance by phone, please call 510-642-1421.

The Haas undergraduate experience offers opportunities for personal growth beyond the classroom, including leadership development, career development, and close interaction with faculty and alumni. A number of programs offered to Haas students support this design, such as g (<https://haas.berkeley.edu/undergrad/academics/global-experience/>) global experiences, case competitions (<https://haas.berkeley.edu/undergrad/student-life-services/case-competitions/>), student organizations (<https://haas.berkeley.edu/undergrad/student-life-services/student-government-organizations/>), cohort program (<https://haas.berkeley.edu/undergrad/student-life-services/cohort-program/>), and many more.

Career Resources for Haas Undergraduate Students

The dedicated business team at Berkeley Career Engagement (BCE, formerly the Career Center) provides multiple career resources to Haas students, including 1:1 coaching, career fairs, interview rooms, professional photo booth, 24/7 online resources, etc. to guide students in every step of their career journey.

Below are some highlighted resources. To learn more, visit BCE Website (<https://career.berkeley.edu/>) or their Instagram page (<https://www.instagram.com/berkeleycareerengagement/>).

1:1 Coaching

From perfecting your resume to accepting an offer or applying to graduate school, 1:1 coaching (<https://career.berkeley.edu/start-exploring/meet-with-us/career-counseling/>) is available via appointment on Handshake (<https://berkeley.joinhandshake.com/edu/>).

Career Fairs

BCE organizes various career fairs (<https://career.berkeley.edu/find-opportunities/career-fairs/>) throughout the year, including themes such as Finance, Consulting, STEM, Nonprofit & Public Service, and Diversity & Inclusion, connecting students with opportunities across various industries.

Other Events

BCE also organizes employer info sessions (<https://career.berkeley.edu/find-opportunities/employer-events/info-sessions/>), workshops, panels, and networking events that allow students to learn more about different career options and organizations. A list of upcoming career events can be found on Handshake under the "Events" tab (<https://berkeley.joinhandshake.com/stu/events/>).

On-Campus Interview (OCI)

During the fall and spring semesters, many employers conduct interviews at the BCE office for internships and full-time positions. OCI allows current students to interview for jobs and internships with top companies without having to leave campus.

24/7 Online Resources (<https://career.berkeley.edu/resources-on-demand/>)

These resources (<https://career.berkeley.edu/resources-on-demand/>) help students seek career Clarity, gain Competitiveness, and make the right Connections, 24/7.

Common Career Paths for Business Majors

BCE's First Destinations Survey (<https://career.berkeley.edu/start-exploring/where-do-cal-grads-go/>) captures the jobs that students obtain when they graduate from Cal. For business majors, graduates pursue a diverse range of careers, encompassing industries such as

- Financial Services
- Consulting
- Technology
- Healthcare
- Consumer Goods
- Entertainment
- Non-profit

and assuming roles commonly in

- Accounting
- Finance
- Consulting

- Sales
- Marketing
- Business Analytics
- Product management
- Human resources
- Supply chain management

Our class of 2023 graduates attained positions with an average starting salary of **\$97,000** and 83% of graduates accepted a job or continued education offer within 3 months of graduation.

Business Administration

UGBA C5 Introduction to Entrepreneurship 2 Units

Terms offered: Fall 2022, Fall 2021, Fall 2020

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

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Also listed as: L & S C5

UGBA 10X Foundations of Business 3 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

This team-taught introductory course to the four-year Spieker Undergraduate Business Program is grounded in the Haas Defining Leadership Principles. Covering business fundamentals, teamwork, and critical thinking, the course explores contemporary business topics along with their historical and conceptual foundations, and their social and psychological implications. The course includes two weekly lectures and one small section meeting, featuring hands-on individual and group exercises for practical application of the concepts. Regular guest speakers connect students to real-world business problems.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA C12 The Berkeley Changemaker 2 - 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025, Spring 2024, Fall 2023, Summer 2023 Second 6 Week Session
Berkeley Changemaker impact occurs across many fronts: scientific, artistic, social, and entrepreneurial. This course helps students identify as a Berkeley Changemaker and learn the critical thinking, communication, and collaboration skills to become one. Combining disciplines across UC Berkeley, the course also helps launch the Berkeley Discovery arc. Students develop their own leadership styles and discover how they can create and lead diverse teams to act upon the world. Values in Berkeley's DNA like Questioning the Status Quo and going Beyond Yourself support students in leading from whatever position they occupy, preparing them to leave their mark on campus, in their communities, or beyond. More at: <http://changemaker.berkeley.edu>.

Hours & Format

Fall and/or spring: 15 weeks - 2-2 hours of lecture and 0-1.5 hours of discussion per week

Summer:

6 weeks - 6-6 hours of lecture and 0-0 hours of discussion per week

8 weeks - 4-4 hours of lecture and 0-3 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Alternative to final exam.

Also listed as: L & S C12

UGBA 13 Berkeley Changemaker: Human Health 2 Units

Terms offered: Spring 2024, Fall 2022

Do you wonder how you might play a part in changing human health and improving the lives of others? Find your path with Berkeley Changemaker: Human Health. In this course you will apply the core principles of the Berkeley Changemaker curriculum by Critically exploring a full understanding of an important human health issue, Collaborating with diverse colleagues on a project team to investigate solutions using gold-standard discovery techniques, and Communicating what you've learned and providing thoughtful feedback to your classmates. Each week you will also research and then have a curated conversation with a changemaking expert on a range of human health topics, from startup solutions, to healthcare economics, to health equity issues.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternate method of final assessment during regularly scheduled final exam group (e.g., presentation, final project, etc.).

UGBA 24 Freshman Seminars 1 Unit

Terms offered: Spring 2025, Spring 2024, Spring 2023

The Berkeley Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small-seminar setting. Berkeley Seminars are offered in all campus departments, and topics vary from department to department and semester to semester.

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1 hour of seminar per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

UGBA 39AC Philanthropy: A Cross-Cultural Perspective 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

This class will compare and contrast the variety of gift giving and sharing traditions that make up American philanthropy. Both the cultural antecedents and their expression in this country will be explored from five ethnic and racial groups: Native American, European American, African American, Hispanic American, and Asian American. The goal is to gain a greater understanding of the many dimensions of philanthropy as it is practiced in the United States today.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 39AC

UGBA 39E Freshman/Sophomore Seminar 2 - 4 Units

Terms offered: Fall 2025, Fall 2024, Spring 2024

Freshman and sophomore seminars offer lower division students the opportunity to explore an intellectual topic with a faculty member and a group of peers in a small-seminar setting. These seminars are offered in all campus departments; topics vary from department to department and from semester to semester.

Rules & Requirements

Prerequisites: Priority given to freshmen and sophomores

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

Hours & Format

Fall and/or spring: 15 weeks - 2-4 hours of seminar per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

Formerly known as: Business Administration 39

UGBA 78G Developing Global Leadership Expertise 2 Units

Terms offered: Prior to 2007

This course is required for all freshmen in the Global Management Program at the Haas School of Business and limited to those students as well. The objective of this course is to provide students with an introduction to the type of leadership skills required to be a successful cross-cultural leader in today's increasingly complex global marketplace. The goal is for each student to begin developing a personalized global leadership "toolkit" that will continue to evolve over the next few years in the Global Management Program and ultimately as a business decision-maker with fiduciary responsibilities.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternate method of final assessment during regularly scheduled final exam group (e.g., presentation, final project, etc.).

UGBA 84 Sophomore Seminar 1 or 2 Units

Terms offered: Prior to 2007

Sophomore seminars are small interactive courses offered by faculty members in departments all across the campus. Sophomore seminars offer opportunity for close, regular intellectual contact between faculty members and students in the crucial second year. The topics vary from department to department and semester to semester. Enrollment limited to 15 sophomores.

Rules & Requirements

Prerequisites: At discretion of instructor

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring:

5 weeks - 3-6 hours of seminar per week

10 weeks - 1.5-3 hours of seminar per week

15 weeks - 1-2 hours of seminar per week

Summer:

6 weeks - 2.5-5 hours of seminar per week

8 weeks - 1.5-3.5 hours of seminar per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final exam required.

UGBA 88 Data and Decisions 2 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

The goal of this connector course is to provide an understanding of how data and statistical analysis can improve managerial decision-making. We will explore statistical methods for gleaning insights from economic and social data, with an emphasis on approaches to identifying causal relationships. We will discuss how to design and analyze randomized experiments and introduce econometric methods for estimating causal effects in non-experimental data. The course draws on a variety of business and social science applications, including advertising, management, online marketplaces, labor markets, and education. This course, in combination with the Data 8 Foundations course, satisfies the statistics prerequisite for admission to Haas.

Rules & Requirements

Prerequisites: One semester of Calculus (Math 16A or Math 51). Also, this is a Data Science connector course and may only be taken concurrently with or after completing Computer Science C8/Statistics C8/Information C8

Hours & Format

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

Summer:

6 weeks - 5 hours of lecture per week

8 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Miller

UGBA C95B Introduction to the Biotechnology Field and Industry 2 Units

Terms offered: Spring 2019

This course offers an introduction to the field of biotechnology and will cover the history of the field, its impact on medicine and society, key methodologies, important therapeutic areas, and the range of career options available in the biopharmaceutical industry. In addition to lectures on innovation and entrepreneurship, students will hear from lecturers with expertise ranging from molecular biology to clinical trial design and interpretation. Several case studies of historically impactful scientists, entrepreneurs, and biotherapeutic companies will be presented. Students will work in teams to create and develop novel biotechnology company ideas to present in class. Intended for students interested in the Biology +Business program.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Alternative to final exam.

Instructors: Kim, Lasky

Formerly known as: Molecular and Cell Biology C95B/Undergrad. Business Administration C95B

Also listed as: MCELLBI C75

UGBA 96 Lower Division Special Topics in Business Administration 1 - 4 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Fall 2024

Study in various fields of business administration for lower division students. Topics will vary from year to year and will be announced at the beginning of each semester.

Rules & Requirements

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 98 Directed Group Study 1 - 4 Units

Terms offered: Spring 2015, Fall 2014, Spring 2014

Organized group study on topics selected by lower division students under the sponsorship and direction of a member of the Haas School of Business faculty.

Rules & Requirements

Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of directed group study per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Business Administration 98

UGBA 100 Business Communication 2 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

Theory and practice of effective communication in a business environment. Students practice what they learn with oral presentations and written assignments that model real-life business situations.

Rules & Requirements

Prerequisites: Restricted to Undergraduate Business Administration Majors Only

Hours & Format

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

Summer:

6 weeks - 5 hours of lecture per week

8 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 101A Microeconomic Analysis for Business Decisions 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

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

Rules & Requirements

Prerequisites: Economics 1, Mathematics 1A (through Summer 2025) or 51 (as of Fall 2025) or 16A, Statistics W21, or equivalents

Credit Restrictions: Students will receive no credit for UGBA 101A after completing ECON 100A, ECON 101A, BUS ADM 110, ENVECON 100, BUS ADM S110, IAS 106, or POLECON 106. A deficient grade in UGBA 101A may be removed by taking POLECON 106, ECON 100A, ECON 101A, ENVECON 100, IAS 106, or POLECON 106.

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 101B Macroeconomic Analysis for Business Decisions 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Spring 2025

Analysis of the operation of the market system with emphasis on the factors responsible for economic instability; analysis of public and business policies which are necessary as a result of business fluctuations.

Rules & Requirements

Prerequisites: Economics 1, Mathematics 1A or 16A, Statistics W21, or equivalents

Credit Restrictions: Students will receive no credit for UGBA 101B after completing ECON 100B, ECON 101B, BUS ADM 111, IAS 107, or POLECON 107. A deficient grade in UGBA 101B may be removed by taking ECON 100B, ECON 101B, IAS 107, or POLECON 107.

Hours & Format

Fall and/or spring: 15 weeks - 2 hours of lecture and 1 hour of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required, with common exam group.

Formerly known as: Business Administration 111

UGBA 102A Financial Accounting 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Spring 2025

The identification, measurement, and reporting of financial effects of events on enterprises, with a particular emphasis on business organization. Preparation and interpretation of balance sheets, income statements, and statements of cash flows.

Rules & Requirements

Credit Restrictions: Course not open for credit for students who are taking or have completed Undergraduate Business Administration W102A.

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 102B Managerial Accounting 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Spring 2025

The uses of accounting systems and their outputs in the process of management of an enterprise. Classification of costs and revenue on several bases for various uses; budgeting and standard cost accounting; analyses of relevant costs and other data for decision making.

Rules & Requirements

Prerequisites: 102A

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 103 Introduction to Finance 4 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Summer 2025 Second 6 Week Session

Analysis and management of the flow of funds through an enterprise. Cash management, source and application of funds, term loans, types and sources of long-term capital. Capital budgeting, cost of capital, and financial structure. Introduction to capital markets.

Rules & Requirements

Prerequisites: 101A

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer:
6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week
8 weeks - 6 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 104 Introduction to Business Analytics 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

This course provides an introduction to several quantitative methods used to facilitate complex decision-making in business, with applications in many different industries, at different levels in the organization, and with different scopes of decisions. The power of the methods covered in this class is further enhanced by implementing them in spreadsheet software, which allows complex problems to be approached and solved in a straightforward and understandable manner.

Rules & Requirements

Prerequisites: Mathematics 1B or 16B, Statistics W21, or equivalents

Hours & Format

Fall and/or spring: 15 weeks - 1.5 hours of lecture and 1.5 hours of laboratory per week

Summer: 6 weeks - 2.5-7.5 hours of lecture and 2.5-0 hours of laboratory per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 105 Leading People 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Spring 2025

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

Rules & Requirements

Credit Restrictions: Students will receive no credit for Undergrad. Business Administration 105 after completing Business Administration 150 or S150.

Hours & Format

Fall and/or spring: 15 weeks - 1.5-3 hours of lecture and 1.5-0 hours of discussion per week

Summer:

6 weeks - 4-8 hours of lecture and 4-0 hours of discussion per week

8 weeks - 3-6 hours of lecture and 3-0 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 106 Marketing 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Summer 2025 Second 6 Week Session

The evolution of markets and marketing; market structure; marketing cost and efficiency; public and private regulation; the development of marketing programs including decisions involving products, price, promotional distribution.

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 - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 107 The Social, Political, and Ethical Environment of Business 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Spring 2025

Study and analysis of American business in a changing social and political environment. Interaction between business and other institutions. Role of business in the development of social values, goals, and national priorities. The expanding role of the corporation in dealing with social problems and issues.

Hours & Format

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

Summer: 6 weeks - 5-7.5 hours of lecture and 2.5-0 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 117 Special Topics in Economic Analysis and Policy 1 - 4 Units

Terms offered: Summer 2025 Second 6 Week Session, Spring 2025, Fall 2018

A variety of topics in economic analysis and policy with emphasis on current problems and research.

Rules & Requirements

Prerequisites: 101A-101B or equivalents

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 119

UGBA 118 International Trade 3 Units

Terms offered: Fall 2024, Fall 2023, Fall 2022

This course will develop models for understanding the economic causes and effects of international trade, will investigate the effects of economic policies that inhibit trade, and will examine the political economy of trade. By integrating the findings of the latest theoretical and empirical research in international economics, this course help students learn how to explore the current political debates in the U.S. and elsewhere regarding the benefits and costs of international trade.

Rules & Requirements

Prerequisites: Undergraduate Business Administration 101A or equivalent

Credit Restrictions: Students will receive no credit for Undergraduate Business Administration 118 after taking Economics 181 or Economics C181/Environmental Economics and Policy C181.

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 120AA Intermediate Financial Accounting 1 4 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Fall 2024

This Course introduces the student to concepts, theory and applications of financial accounting. The topics covered include accrual accounting concepts, financial statement analysis, inventory valuations, capital assets and their corresponding depreciation and impairment. Attention is given to examples on current reporting practices and to the study of reporting requirements promulgated by the Financial Accounting Standards Board ("FASB") with comparison to the International Accounting Standards Board ("IASB").

Rules & Requirements

Prerequisites: 102A

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 120AB Intermediate Financial Accounting 2 4 Units

Terms offered: Summer 2025 First 6 Week Session, Spring 2025, Summer 2024 First 6 Week Session

This course expands students' knowledge of the concepts, theory, and application of financial accounting. It continues the technical accounting sequence, which also includes UGBA 120AA, Intermediate Accounting 1 and UGBA 120B, Advanced Financial Accounting. Topics include an in-depth treatment of the financing elements of the balance sheet and the income statement, as well as a detailed examination of the statement of cash flows.

Rules & Requirements

Prerequisites: UGBA 102A is required. UGBA 120AA is recommended

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 120B Advanced Financial Accounting 4 Units

Terms offered: Summer 2025 Second 6 Week Session, Fall 2024, Summer 2024 Second 6 Week Session

Continuation of 120A. Sources of long term capital; funds statements, financial analysis, accounting for partnerships, consolidated financial statements, adjustments of accounting data using price indexes; accounting for the financial effects of pension plans; other advanced accounting problems.

Rules & Requirements

Prerequisites: UGBA 120AA and 120AB are recommended

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 121 Federal Income Tax Accounting 4 Units

Terms offered: Summer 2025 Second 6 Week Session, Spring 2025, Summer 2024 Second 6 Week Session

Determination of individual and corporation tax liability; influence of federal taxation on economic activity; tax considerations in business and investment decisions.

Rules & Requirements

Prerequisites: 102A (120AA recommended)

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 122 Financial Information Analysis 4 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Summer 2025 Second 6 Week Session

This course is designed to: 1) develop basic skills in financial statement analysis; 2) teach students to identify the relevant financial data used in a variety of decision contexts, such as equity valuation, forecasting firm-level economic variables, distress prediction and credit analysis; 3) help students appreciate the factors that influence the outcome of the financial reporting process, such as the incentives of reporting parties, regulatory rules, and a firm's competitive environment.

Rules & Requirements

Prerequisites: 120AA

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 123 Operating and Financial Reporting Issues in the Financial Services Industry 3 Units

Terms offered: Fall 2023, Fall 2022, Fall 2021

This course examines how accounting in the financial services industry – banking, insurance, investment industry, and real estate – actually operates. Students learn about underwriting and pricing in each sector, investment processes and controls, incentive-based profit sharing, risk management, and the factors that contribute to profitability. Students learn what financial statements reveal about estimates companies make regarding liabilities and, more generally, what they reveal about how companies deal with uncertainty associated with predicting and measuring financial results. Students examine the controversy over employing Fair Value Accounting across sectors and learn about other sector-specific accounting requirements.

Rules & Requirements

Prerequisites: Students are encouraged to complete UGBA 102A or to possess a basic understanding about how financial statements are prepared

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 125 Ethics in Accounting 3 Units

Terms offered: Fall 2024, Fall 2023, Fall 2022

This course focuses on ethics related to the accounting for and reporting of financial statements and related financial information, and touches on the ethics of tax preparers. It is taught within the context of the American Institute of Certified Public Accountants (AICPA), as well as broader ethical concepts. This course fulfills the accounting ethics education requirement of the California Board of Accountancy, needed for a California CPA license. The course covers (i) theories and rules and (ii) the application of these theories and rules to case studies drawn from real life. Students are taught not only to identify the risks of fraud, but also how an organization's culture and structure might be altered to reduce the risks.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 126 Auditing 4 Units

Terms offered: Summer 2025 First 6 Week Session, Fall 2024, Summer 2024 First 6 Week Session

Concepts and problems in the field of professional verification of financial and related information, including ethical, legal and other professional issues, historical developments, and current concerns.

Rules & Requirements

Prerequisites: 120AA (120AB and 120B recommended)

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

Summer: 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 127 Special Topics in Accounting 1 - 4 Units

Terms offered: Fall 2024, Spring 2023, Spring 2022

A variety of topics in accounting with emphasis on current problems and research.

Rules & Requirements

Prerequisites: At the discretion of the instructor

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture and 0-1 hours of discussion per week

Summer: 6 weeks - 2.5-10 hours of lecture and 0-2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 128 Strategic Cost Management 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

Managerial accounting is a company's internal language and is used for decision-making, production management, product design and pricing, performance evaluation and motivation of employees. The objective of the course is to develop the skills and analytical ability of effectively and efficiently use managerial accounting information in order to help a company achieve its strategic and financial goals.

Rules & Requirements

Prerequisites: 102B

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 131 Corporate Finance and Financial Statement Analysis 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

This course will cover the principles and practice of business finance. It will focus on project evaluation, capital structure, and corporate governance. Firms' policies toward debt, equity, and dividends are explored. The incentives and conflicts facing managers and owners are also discussed.

Rules & Requirements

Prerequisites: 103

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 134

UGBA 131A Corporate Strategy and Valuation 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

The course is designed to cover advanced corporate finance issues. Its purpose is two-fold. First, it will help students develop a tool-box, both conceptual and quantitative, to address real-world corporate financial issues that they will likely use immediately in any finance-related career. Second, the course is designed to give the "the big picture," i.e., sharpen understanding of how corporate financial strategy helps increase a firm's value in a dynamic environment. The course examines qualitative factors that help determine financial strategy, including the costs of financial distress and the value of financial flexibility, as well as quantitative techniques, such as option pricing, that will be helpful in various analyses.

Rules & Requirements

Prerequisites: Undergraduate Business Administration 103

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 132 Financial Institutions and Markets 3 Units

Terms offered: Summer 2020 First 6 Week Session, Summer 2019 First 6 Week Session, Summer 2018 First 6 Week Session

Organization, behavior, and management of financial institutions. Markets for financial assets and the structure of yields, influence of Federal Reserve System and monetary policy on financial assets and institutions.

Rules & Requirements

Prerequisites: 101A-101B, and 103

Hours & Format

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

Summer: 6 weeks - 8 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 132

UGBA 133 Investments 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Fall 2024 Sources of and demand for investment capital, operations of security markets, determination of investment policy, and procedures for analysis of securities.

Rules & Requirements

Prerequisites: 103

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 134 Introduction to Financial Engineering 3 Units

Terms offered: Spring 2019

This course provides students with an introduction to the application of mathematics and statistics in the field of finance. It consists of three integrated modules: 1) an introduction to the quantitative foundations of finance, using calculus, linear algebra, statistics and probability; 2) extension into financial theory as it relates to asset pricing, fixed income, derivatives, structured finance and risk management; and 3) application and implementation of these foundational tools and theory through software like Excel to build basic quantitative financial models (touching on programming). The goal is to use financial models that can guide business and financial decisions.

Rules & Requirements

Prerequisites: UGBA 103

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 135 Personal Financial Management 2 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

Survey of major life financial decisions (e.g., career choice, consumption versus saving, investments, mortgages, insurance) and how decision-making biases (e.g., overconfidence, present bias, limited attention) can lead to suboptimal choice. The course draws on research from economics, psychology, and sociology.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructors: Odean, Selinger

UGBA 136F Behavioral Finance 3 Units

Terms offered: Summer 2025 Second 6 Week Session, Summer 2024 Second 6 Week Session, Summer 2023 Second 6 Week Session

This course explores why markets are sometimes inefficient. We consider the role that investors' heuristics and biases play in generating mispricing in financial markets. We also explore how various trading frictions limit the ability of arbitrageurs to reduce mispricing. Finally, we look at the influence of market inefficiencies on corporate decisions.

Rules & Requirements

Prerequisites: 103

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 137 Special Topics in Finance 1 - 4 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

A variety of topics in finance with emphasis on current problems and research.

Rules & Requirements

Prerequisites: 103

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 139

UGBA 141 Production and Operations Management 2 - 3 Units

Terms offered: Fall 2024, Fall 2022, Spring 2022

A survey of the concepts and methodologies for management control of production and operations systems. Topics include inventory control, material requirements planning for multistage production systems, aggregate planning, scheduling, and production distribution.

Rules & Requirements

Prerequisites: 104 or equivalent, or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 2-3 hours of lecture and 0-1 hours of discussion per week

Summer: 6 weeks - 5-7.5 hours of lecture and 0-2.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 142

UGBA 142 Advanced Business Analytics 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2024

Successful business analysts, managers, and executives are increasingly required to make data-driven decisions to run their businesses, rather than rely on experience and intuition alone. This course teaches the latest data analytic methods and decision methods now used by leading-edge business practitioners, going deep to understand their technical inner workings and going broad to realize their practical business applications. Topics include: data analysis/business decision methodology; data analytic methods, including machine learning and other approaches; introduction to R software for data analysis; real-world/real-data business practicum across a variety of industries.

Rules & Requirements

Prerequisites: Undergraduate Business Administration 104, Data Science C100, or equivalent

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 143 Game Theory and Business Decisions 3 Units

Terms offered: Fall 2014, Fall 2013, Spring 2010

This course provides an introduction to game theory and decision analysis. Game theory is concerned with strategic interactions among players (multi-player games), and decision analysis is concerned with making choices under uncertainty (single-player games). Emphasis is placed on applications.

Rules & Requirements

Prerequisites: Mathematics 1B or 16B, Statistics 21, or equivalent

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 146 Project Management 2 Units

Terms offered: Summer 2025 First 6 Week Session, Summer 2024 First 6 Week Session, Summer 2023 First 6 Week Session

The primary objective of this course is to develop the critical skills and knowledge needed to successfully pitch and lead projects, and to deliver those projects on time and within budget. The course delves into formal planning and scheduling techniques including: project definition, project selection, Work Breakdown Structure (WBS), Resource Estimation, Critical Path Method (CPM), Pert, Gantt Charts, Resource Constrained Scheduling, Project Monitoring and Project Closing.

Hours & Format

Summer: 6 weeks - 5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 147 Special Topics in Operations and Information Technology Management 1 - 4 Units

Terms offered: Summer 2023 First 6 Week Session, Summer 2022 First 6 Week Session, Spring 2022

A variety of topics in manufacturing and information technology with emphasis on current problems and research.

Rules & Requirements

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 150 Leading High Impact Teams 3 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

This course helps students hone and develop the leadership skills needed to lead dynamic, complex, global teams. Globalization, rapid technological change, and a shift towards an innovation-based economy have resulted in more dynamic, distributed, cross-functional, as well as demographically and culturally diverse teams. Students will learn to create team developmental plans and accountability, coach teams through challenges, encourage teams to recognize and avoid bias and misattributions, and lead from a distance and across boundaries.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternate method of final assessment during regularly scheduled final exam group (e.g., presentation, final project, etc.).

UGBA 151 Management of Human Resources 3 Units

Terms offered: Spring 2022, Spring 2021, Spring 2020

The designs of systems of rewards, assessment, and manpower development. The interaction of selection, placement, training, personnel evaluation, and career ladders within an on-going organization. Role of the staff manager. Introduction of change. Implications of behavioral research for management problems and policies.

Rules & Requirements

Prerequisites: 105

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 151

UGBA 151A People Analytics 2 Units

Terms offered: Prior to 2007

This course focuses on measuring and analyzing the costs and benefits of human capital investments by providing students with the ability to develop, analyze and use information to assess and measure employee and organizational performance. The course will show participants how to develop and make critical recommendations on such information to senior management, as well as helping to increase their presence and credibility with key decision makers. On successful completion, students will have the skills necessary to formulate both qualitative and quantitative recommendations for key management decisions affecting employees.

Hours & Format

Fall and/or spring: 8 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 152 Negotiation and Conflict Resolution 3 Units

Terms offered: Fall 2025, Summer 2025 First 6 Week Session, Summer 2025 Second 6 Week Session

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

Rules & Requirements

Prerequisites: 105

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 152

UGBA 154 Power and Politics in Organizations 3 Units

Terms offered: Summer 2025 Second 6 Week Session, Summer 2024 Second 6 Week Session, Fall 2023

This course will provide students with a sense of "political intelligence." After taking this course, students will be able 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 in organizations, and (5) make sense of others' attempts to influence them. These skills are essential for effective and satisfying career building.

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 155 Leadership 3 Units

Terms offered: Summer 2023 First 6 Week Session, Summer 2022 First 6 Week Session, Summer 2021 First 6 Week Session

The purpose of this course is for the students to develop understanding of the theory and practice of leadership in various organizational settings. It is designed to allow students the opportunity to develop leadership skills through experiential exercises, behavioral and self-assessments, case studies, class discussions, and lectures.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA 155 after completing UGBA W155. A deficient grade in UGBA 155 may be removed by taking UGBA W155.

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 155N The Nature of Leadership 6 Units

Terms offered: Not yet offered

In today's fast-changing world, leadership requires adaptability, creativity, and resilience. "The Nature of Leadership" immerses students in the intersection of leadership, nature, and art. This experiential course explores emotional intelligence, systems thinking, and innovation inspired by the natural world. Through virtual sessions and in-country experiences across rural Spain, students engage in hands-on art practice, creative workshops, and community interactions. Site visits explore how rural communities have rebuilt economies through creativity, art, and sustainability. The course culminates in an artistic leadership project, preparing students to lead with empathy and a connection to the environment.

Hours & Format

Summer: 6 weeks - 18 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA C155 Leadership: Purpose, Authority, and Empowerment 3 Units

Terms offered: Summer 2023 10 Week Session, Summer 2022 10 Week Session, Summer 2021 10 Week Session

The purpose of this course is for the students to develop understanding of the theory and practice of leadership in various organizational settings. It is designed to allow students the opportunity to develop leadership skills through experiential exercises, behavioral and self-assessments, case studies, class discussions, and lectures.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA C155 after completing UGBA W155. A deficient grade in UGBA C155 may be removed by taking UGBA W155.

Hours & Format

Summer: 10 weeks - 4.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Also listed as: UGIS C151

UGBA 156 Berkeley Changemaker: Living with Agency 2 Units

Terms offered: Spring 2025, Spring 2024

What does it mean to "live with agency"? This course emphasizes the Berkeley Changemaker pillars of critical thinking, effective communication, and productive collaboration. You will combine critical examination of evidence-based, multi-disciplinary research and theories with personal self-reflection. These are interwoven with implementable strategies, directly applicable to the business context, to help you develop a sharper sense of who you want to be along with tools to make that happen. Frequent guest speakers, simulations, and discussions allow you to learn from others as you expand your network. L&S/UGBA C12/ C196C is not a prerequisite but is highly recommended since this course complements and builds on that class.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternate method of final assessment during regularly scheduled final exam group (e.g., presentation, final project, etc.).

UGBA 157 Special Topics in the Management of Organizations 1 - 4 Units

Terms offered: Spring 2025, Spring 2024, Fall 2023

A variety of topics in organizational behavior and industrial relations with emphasis on current problems and research.

Rules & Requirements

Prerequisites: 105

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 159

UGBA 159 Becoming a Changemaker 2 Units

Terms offered: Fall 2025, Spring 2025, Spring 2024

This course inspires, trains and equips participants to convert raw energy and enthusiasm for creating a better world into real leadership skills and mindsets which will empower you to create positive change at an individual, organizational and societal level. Anchored in change leadership and bringing together the fields of entrepreneurship, innovation, leadership & social impact, the course is focused on moving from ideas to action; gaining inspiration from diverse changemakers across roles and sectors; learning how to navigate, shape and lead change to thrive amidst uncertainty; and helping you become the kind of leader our companies, our communities and our world need right now.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 160 Customer Insights 3 Units

Terms offered: Fall 2025, Fall 2024, Spring 2024

Consumer behavior is the study of how consumers process information, form attitudes and judgments, and make decisions. Its study is critical to understand how consumers think and behave, which is critical for a company wishing to develop a customer focus. Given how different people are, it is amazing how similarly their minds work. Consumer psychology is the systematic study of how consumers perceive information, how they encode it in memory, integrate it with other sources of information, retrieve it from memory, and utilize it to make decisions. It is one of the building blocks of the study of marketing and provides the student with a set of tools with diverse applications.

Rules & Requirements

Prerequisites: 106

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 161 Market Research: Tools and Techniques for Data Collection and Analysis 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2017

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.

Rules & Requirements

Prerequisites: 106

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 162 Brand Management and Strategy 3 Units

Terms offered: Summer 2024 Second 6 Week Session, Spring 2022, Fall 2020

This course is an introduction to product management in marketing consumer and industrial goods and services. The course will cover analysis of market information, development of product strategy, programming strategy, and implementation.

Rules & Requirements

Prerequisites: 106

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 162

UGBA 162A Product Branding and Branded Entertainment 2 Units

Terms offered: Fall 2022, Fall 2021, Fall 2020

As consumers demand information and products tailored specifically to their individual needs, brands strive to create alternative advertising methods to build lasting relationships and retain "top of mind" status. Smart consumers, especially those in niche markets, have dismissed traditional avenues of sponsorship and product placement. Course explores how and why brand executives across multiple industries are leveraging entertainment to connect with niche markets. It educates students about how marketers develop creative and entertaining ways to connect with multi-hyphenate customers. Course culminates in a Creative Pitch, based on a case study, and a Client Presentation where students present marketing campaigns to industry executives.

Hours & Format

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

Summer: 6 weeks - 5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 164 Marketing Strategy 3 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

This course specifically addresses how to deal with competition. Additionally, marketing managers usually have to make decisions with incomplete or unreliable information. In "Marketing Strategy" students learn how firms develop plans that can be updated in light of changing circumstances. The course covers the following topics: Market size estimation; Competitor identification and analysis; Internal analysis; Alternative business models; Risk identification, assessment and management using scenario planning; Handling unknown futures using sensitivity analysis; Price setting dynamics; Competitive tactics. The course utilizes a combination of lectures and cases. There are group presentations (self-selected teams) and some group projects.

Rules & Requirements

Prerequisites: 106

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 165 Advertising Strategy 3 Units

Terms offered: Summer 2022 First 6 Week Session, Summer 2021 First 6 Week Session, Summer 2020 First 6 Week Session

Basic concepts and functions of advertising in the economy; consumer motivation; problems in utilizing advertising and measuring its effectiveness.

Rules & Requirements

Prerequisites: 106

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 165

UGBA 167 Special Topics in Marketing 1 - 4 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

A variety of topics in marketing with emphasis on current problems and research.

Rules & Requirements

Prerequisites: 106

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer:

6 weeks - 2.5-10 hours of lecture per week

8 weeks - 4-6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 169

UGBA 168B International Marketing 3 Units

Terms offered: Fall 2025, Spring 2025, Spring 2015

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.

Hours & Format

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

Summer: 8 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 169 Pricing 3 Units

Terms offered: Fall 2024, Summer 2024 Second 6 Week Session, Spring 2024

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.

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 171 Tech and the City: How to Get Urban Innovation Right 3 Units

Terms offered: Spring 2024, Spring 2022

This course critically examines how new technologies and business models impact cities, and identifies the approaches that produce not only the best business outcomes, but also the most equitable and sustainable outcomes. To begin, we explore what makes cities such compelling laboratories for technology innovation, learn from past attempts at “smart city” interventions, and discuss how technologists can identify more effective solutions to today’s urban challenges. We’ll then hear from a variety of cutting edge practitioners, including venture investors, startup founders, government officials, tech journalists and community organizers about the unique opportunities and challenges of building an urban tech startup today.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA C172 History of American Business 3 Units

Terms offered: Spring 2022, Spring 2021, Spring 2019

This course will examine selected aspects of the history of American business. Included will be discussions of the evolution of the large corporation, the development of modern managerial techniques, and the changing relationship of business, government, and labor.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Instructor: Rosen

Formerly known as: American Studies C172, Business Administration C172

Also listed as: AMERSTD C172

UGBA 173 Competitive Strategy 2 - 3 Units

Terms offered: Fall 2025, Summer 2025, Fall 2024

This course takes the perspective of the executive responsible for developing a firm’s strategy, and focuses on forms of competitive advantage at the firm level. Topics include industry and competitive analysis; business scope (horizontal and vertical scope); make vs buy decision-making and related tradeoffs; network effects and complementors; disruption and response; non-market factors such as regulatory barriers to entry; and risks to sustaining returns. This course will build on concepts covered in various UGBA Core classes.

Rules & Requirements

Prerequisites: 101A or equivalent

Hours & Format

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

Summer:

3 weeks - 10-15 hours of lecture per week

6 weeks - 5-7.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructor: Metzler

Formerly known as: Undergrad. Business Administration 115

UGBA 174 Leading Strategy Implementation 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

Class format consists of lectures, experiential exercises, student presentations, and case discussions. This course will cover the concepts and techniques required for successful implementation of business strategies with a particular focus on the role of effective leadership in leading strategic change.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA 174 after completing BUS ADM 190.

Hours & Format

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

Summer: 10 weeks - 4.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Formerly known as: Undergrad. Business Administration 119

UGBA 175 Legal Aspects of Management 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

An analysis of the law and the legal process, emphasizing the nature and functions of law within the U.S. federal system, followed by a discussion of the legal problems pertaining to contracts and related topics, business association, and the impact of law on economic enterprise.

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 175

UGBA 176 Innovations in Communications and Public Relations 2 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

This course introduces students to public relations and how it is used by companies, non-profits and individuals to build and support their brands through innovative communication techniques. Students will hear from and have direct access to entrepreneurs and established executives who share insights on how they've used creative public relations campaigns and communications skills to create attention and value for their brand or avoid it in a crisis. They also learn to work in teams crafting effective media responses for an existing company needing real help now (not a case study). The semester ends with each student applying this technique to create their own personal brand that they can refine as they prepare to move into the workforce.

Hours & Format

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

Summer: 6 weeks - 5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 177 Special Topics in Business and Public Policy 1 - 4 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

A variety of topics in business and public policy with emphasis on current problems and research.

Rules & Requirements

Prerequisites: 107

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 179

UGBA 178 Introduction to International Business 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Fall 2024

A survey involving environmental, economic, political, and social constraints on doing business abroad; effects of overseas business investments on domestic and foreign economies; foreign market analysis and operational strategy of a firm; management problems and development potential of international operations.

Rules & Requirements

Prerequisites: Undergraduate Business Administration 101A-101B or equivalents

Credit Restrictions: Students will receive no credit for Undergraduate Business Administration 178 after completing Business Administration 188. A deficient grade in Business Administration 188 may be removed by taking Undergraduate Business Administration 178.

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 179 International Consulting for Small and Medium-Sized Enterprises 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2022

By exploring the intersection of global business, entrepreneurship, and consulting, this course provides an understanding of how decision-makers in small and medium sized enterprises (SMEs) can develop the frameworks necessary for making decisions about how to venture across borders in pursuit of economic opportunities in today's hypercompetitive global business environment. In addition to the technical analysis of cases, there is a strong emphasis on how to create a new service company, market and sell to potential clients, manage client relationships, and leverage financial and human resources in a service setting.

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: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 179G GMP Capstone: International Team Project 3 Units

Terms offered: Prior to 2007

This course is required for all juniors in the Global Management Program at the Haas School of Business and limited to those students as well.

This is an experiential learning course where students will work on a live project with a company, covering both the revenue and cost sides of the business model. The course will provide students insider access to company executives and information while also giving them the opportunity to contribute meaningfully to the company's bottom-line performance. In the process, students will acquire skills and knowledge across the following three key categories: Cross-Cultural Competence, International Sales & Marketing, International Finance & Supply Chain Management.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 180 Introduction to Real Estate and Urban Land Economics 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

The nature of real property; market analysis; construction cycles; mortgage lending; equity investment; metropolitan growth; urban land use; real property valuation; public policies.

Rules & Requirements

Prerequisites: Economics 1, Mathematics 16A or 1A, or equivalents

Hours & Format

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

Summer: 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 180

UGBA 183 Introduction to Real Estate Finance 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

Real estate debt and equity financing; mortgage market structure; effects of credit on demand; equity investment criteria; public policies in real estate finance and urban development.

Rules & Requirements

Prerequisites: 180

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 183

UGBA 184 Urban and Real Estate Economics 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2016

This course examines how market forces influence the development of cities and the development and pricing of real estate assets. Topics include city formation; city size; land rent and land use; the operation of residential, commercial and industrial property markets; and the impacts of government policies, including the provision of public services, the imposition property taxes and fees, transportation pricing and investment, and land use regulations.

Rules & Requirements

Prerequisites: A background in microeconomics and basic calculus is preferable. Please contact the instructor if you are unsure about your preparation for this course

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 187 Special Topics in Real Estate Economics and Finance 1 - 4 Units

Terms offered: Fall 2010, Fall 2009

A variety of topics in real estate economics and finance with emphasis on current problems and research.

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer: 6 weeks - 2.5-10 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 190C Collaborative Innovation 4 Units

Terms offered: Spring 2022, Spring 2020

This is a project-based course in collaborative innovation where students experience group creativity and team-based design by using techniques from across the disciplines of business, theater, design, and art practice. Students will leverage problem framing and solving techniques derived from critical thinking, systems thinking, and creative problem solving (popularly known today as design thinking). The course is grounded in a brief weekly lecture that sets out the theoretical, historical, and cultural contexts for particular innovation practices, but the majority of the class involves hands-on studio-based learning guided by an interdisciplinary team of teachers leading small group collaborative projects.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA 190C after completing ART 100, or THEATER 100. A deficient grade in UGBA 190C may be removed by taking ART 100, or THEATER 100.

Hours & Format

Fall and/or spring: 15 weeks - 6 hours of studio per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructor: Beckman

UGBA 190D Innovation and Design Thinking in Business 2 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

The goal of this course is to equip students with innovation skills and practices. This is a learn-by-doing lab. Students learn research methods, ethnography, analysis and synthesis, reflective thinking, scenario creation, ideation processes, rapid prototyping cycles and designing experiments, iterative design and how to tell the story of “Never Before Seen” ideas. Class time is spent using hands-on innovation and human-centered design practices. Teams present work for critique and iterative development. The course features short lectures, guest talks, campus-based fieldwork, site visits, research and readings. Projects will be launched in the sessions and each team will be coached and mentored.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 190S Strategy for the Information Technology Firm 2 - 3 Units

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.

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 190T Special Topics in Innovation and Design 1 - 4 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

Advanced study in the fields of innovation and design that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Rules & Requirements

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer:

6 weeks - 2.5-10 hours of lecture per week

8 weeks - 2-7.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 191C Communication for Leaders 2 Units

Terms offered: Fall 2016, Summer 2016 10 Week Session, Summer 2016 Second 6 Week Session

This course is a workshop in the fundamentals of public speaking skills in today's business environment. Each student will give speeches, coach, and debate each other, and take part in a variety of listening and other communication exercises. The course focuses on authenticity, persuasion, and advocacy.

Hours & Format

Fall and/or spring: 15 weeks - 1 hour of lecture and 2 hours of discussion per week

Summer:

6 weeks - 2.5 hours of lecture and 5 hours of discussion per week

8 weeks - 1.5 hours of lecture and 3.5 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

UGBA 191I Improvisational Leadership 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

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.

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 191L Leadership Communication 1 - 3 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

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.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Alternative to final exam.

UGBA 191P Leadership and Personal Development 3 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

This course is highly interactive and challenges you to explore questions central to your own leadership journey. The ultimate aim of the class is to help you develop a lifelong leadership development practice, where continuous personal growth is valued and actively pursued.

Hours & Format

Fall and/or spring: 15 weeks - 1.5 hours of lecture and 1.5 hours of laboratory per week

Summer: 6 weeks - 4 hours of lecture and 4 hours of laboratory per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 192A Leading Nonprofit and Social Enterprises 3 Units

Terms offered: Fall 2025, Fall 2023, Spring 2022

This course prepares students conceptually and practically to found, lead, and manage organizations in the nonprofit sector. The course focuses on mission and theory of change (strategy), role of the board in governance, managing and marketing to multiple constituencies, role of advocacy in meeting mission, leadership styles and managing organizational culture, resource development (philanthropy), nonprofit financial management, managing for impact, HR management (volunteering), and cross-sector alliances.

Rules & Requirements

Prerequisites: 101A or equivalent

Hours & Format

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

Summer: 6 weeks - 7 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Formerly known as: Business Administration 115

UGBA 192AC Social Movements and Social Media 3 Units

Terms offered: Spring 2020, Spring 2019, Fall 2017

This course provides a survey of innovative social movements and their complex relationships to social media technologies. It will examine the evolution from pre-social-media to present-day mobilizing strategies and the interplay between explicitly policy- and advocacy-focused approaches and related efforts rooted in music, visual arts, popular culture and celebrities. The course will place into comparative relief the discourses of explicitly racially- or ethnically-defined movements and movements that mobilize based on other, sometimes overlapping categories of marginalization including class, immigration status, gender identity and occupational category.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

Instructor: David Harris

UGBA 192B Strategic Philanthropy 2 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

This course teaches students the concepts and practices of effective philanthropy. It offers students the experience of studying relevant theories and frameworks for assessing potential grant recipients and a real-world grant making experience in which they complete a series of nonprofit organizational assessments and then make actual grants totaling \$10,000 to a limited number of organizations. Students learn about the evolution of the philanthropic sector from traditional entities, such as private, corporate and community foundations, to an array of new funding intermediaries, technology-driven philanthropies, open source platforms, "impact" investors, and venture philanthropy partnerships.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192E Social Entrepreneurship 2 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

This course is designed to provide broad exposure to the theories and activities of social entrepreneurship. The inquiry is grounded in real-world examples that illustrate the topics and stimulate thinking, discussion, and learning. Working in groups, students develop a business plan or pitch deck for a social enterprise that addresses an issue that is of interest/concern to the student team. Students with preexisting social enterprise ideas or plans that they would like to further develop and refine are welcomed and encouraged to use this class project as an opportunity to do so.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192F Edible Education 3 Units

Terms offered: Prior to 2007

This course is a lecture series that explores the food system and its critical role in our culture, well-being and survival. Students will develop food-systems intelligence—a personal understanding of how the diverse facets of the food system relate to one another, especially one's own role as a participant in the food system and how individual and collective choices, actions, policies and public and private interests affect it. The course explores personal ethics, complex systems, entrepreneurial agency, and ways to develop a multi-sector perspective to food-systems change making. Students will develop plans at an individual, local, national, or global scale to improve, and possibly transform our food system.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192G Strategic Approaches for Global Social Impact 2 Units

Terms offered: Prior to 2007

The main objective of this course is to help students become effective practitioners in global development and understand career options in the global social sector. The course aims to (i) analyze the historical, sociological and statistical underpinnings of the major issues in global development (conflict, food security, human rights, poverty, health and education), (ii) understand what various organizations can contribute to each issue (government agencies, multilateral institutions, private foundations, NGOs, and private sector companies and entrepreneurs), and (iii) design and analyze approaches to addressing these issues.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 192H Managing Human Rights in Business 2 Units

Terms offered: Spring 2023, Spring 2021

This course, one of the first of its kind offered at a business school, will prepare students for the growing field of practice at the intersection of business and human rights. Students will gain an overview of the international human rights framework and global business and human rights standards and guidelines; analyze the ways in which companies can impact human rights, and to assess the degree to which companies are and should be responsible for human rights impacts; learn to manage a company's human rights impacts as corporate human rights managers, external consultants, or civil society advocates; and practice the communication skills necessary to successfully address human rights issues within a complex multinational corporation.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 192ID Impact Startup Disco 1 Unit

Terms offered: Spring 2025, Spring 2024, Spring 2023

This is a high-octane, single weekend course (plus one intro day) for students interested in meeting other innovators and getting hands-on experience developing a new impact startup concept. All "social and environmental" impact themes are welcome. The course is inspired by other "hackathon" and startup weekend formats. A structured roadmap helps guide students through a sprint formation and ideation process. All students will be asked to submit an idea during the week prior to the class. After a peer vote selects the top ideas, teams are organically formed during the first session. At the end of the course, each team will present their validated concept and their next steps plan to a panel of impact venture experts.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192L Applied Impact Evaluation 2 Units

Terms offered: Prior to 2007

This course covers the methods and applications of impact evaluations, which is the science of measuring the causal impact of a program or policy on outcomes of interest. At its essence, impact evaluation is about generating evidence on which policies work, and which don't. This subject matter should appeal to three main audiences: (1) those in decision-making positions, such as policy makers and business leaders, and need to consume the information generated from impact evaluations to make informed evidence-based decisions, (2) project managers, development practitioners and business managers who commission impact evaluations and (3) researchers who actually design and implement impact evaluations.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192MC Management Consulting Skills for Social Impact 2 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

This course provides a basic understanding of what consultants do and how they do it, and how consulting skills can be applied to thorny problems of social impact. Students will: 1) gain a broad understanding of the management consulting industry, the various consulting models, and how consultants can generate value for their clients in the social sector; 2) learn and practice structured approaches to problem solving used by leading management consultancies; and 3) understand other skills required in management consulting for social impact – such as communicating persuasively and managing projects and client relationships – as well as some of the ethical issues that consultants often face working in the social sector.

Hours & Format

Fall and/or spring:

12 weeks - 2.5 hours of lecture per week

15 weeks - 2 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternate method of final assessment during regularly scheduled final exam group (e.g., presentation, final project, etc.).

UGBA 192N Topics in Social Sector Leadership 1 - 5 Units

Terms offered: Spring 2022, Fall 2019, Spring 2019

Advanced study in the field of social sector leadership that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1-5 hours of lecture per week

Summer: 6 weeks - 2.5-12.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 192P Sustainable Business Consulting Projects 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

Discuss the field of strategic corporate social responsibility (CSR) through a series of lectures, guest speakers, and projects. The course will examine best practices used by companies to engage in socially responsible business practices. It will provide students with a flavor of the complex dilemmas one can face in business in trying to do both "good for society" and "well for shareholders." It looks at CSR from a corporation perspective, and how this supports core business objectives, core competencies, and bottom-line profits.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

UGBA 192PF Plant Futures: Introduction to Plant-Centric Food Systems 3 Units

Terms offered: Spring 2025

Available to students across all UCs, Plant Futures: Introduction to Plant-Centric Food Systems fosters interdisciplinary connection while providing a systems-view exploration of both the challenges and emergent solutions and opportunities within our current food system. Through a mix of synchronous and asynchronous modular content, covering Climate & Environment, Health & Nutrition, Animal Welfare, Social Impacts, Innovation, Policy & Law, Behavioral Change, Media, and Plant-Forward Cooking, you'll engage with esteemed experts, express your unique perspective through written assignments and guided discussions, and apply your learnings and ideas by working with your peers on innovative projects aimed at advancing plant-centric food systems.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 192S Business and Sustainability 2 Units

Terms offered: Summer 2024 First 6 Week Session, Summer 2023 First 6 Week Session, Summer 2022 First 6 Week Session

This course—a mixture of lectures, readings, business cases and corporate speakers—uses theory, frameworks, tools and business cases to teach students how to systematically evaluate and implement sustainability strategies that also maintain or maximize financial returns. Students are taught to identify opportunities to create business value from environmental and social challenges, and to evaluate the competitive implications related to sustainability initiatives. What type of long-term strategies can organizations set to simultaneously foster sustainable development strategy and sound financial practice? How should decision makers make trade-offs between these two organizational objectives? When is “sustainability” also “good business”?

Hours & Format

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

Summer: 6 weeks - 5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 192T Topics in Responsible Business 1 - 4 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025

Advanced study in the field of corporate social responsibility that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Rules & Requirements

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer:

6 weeks - 2.5-10 hours of lecture per week

8 weeks - 2-8 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA C192R Business, Sustainability, and Society 3 Units

Terms offered: Summer 2025 Second 6 Week Session, Summer 2024 Second 6 Week Session, Summer 2022 8 Week Session, Summer 2021 8 Week Session

As corporations have grown in influence, concerns over their impact on people and the planet have also grown, pushing sustainability, corporate social responsibility, and the wider impact of business into the spotlight. This course focuses on business ethics, supply chains, resource constraints, labor issues, innovation, and environmental externalities, as well as the internal challenges, competitive pressures, external stakeholders, and other issues that businesses must consider while trying to act responsibly.

Hours & Format

Summer:

6 weeks - 7.5 hours of lecture per week

8 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required, with common exam group.

Instructor: Rochlin

Also listed as: ENE, RES C192

UGBA 193B Energy & Civilization 4 Units

Terms offered: Fall 2024, Fall 2023, Fall 2022

Energy is one of the main drivers of civilization. Today we are at the precipice of what many hope will be a major paradigm shift in energy production and use. Two transitions are needed. On the one hand, we must find ways to extend the benefits of our existing energy system to the impoverished people living in the developing world while continuing to provide these benefits to the people of the developed world. On the other hand, we must completely overhaul the existing system to fight climate change and other forms of air and water pollution. Are these shifts truly within our reach? Can we achieve both simultaneously? If so, how? This Big Ideas course will grapple with these questions using an interdisciplinary systems approach.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA 193B after completing L & S 126. A deficient grade in UGBA 193B may be removed by taking L & S 126.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA 193C Practical Training 0.5 Units

Terms offered: Summer 2014 10 Week Session, Summer 2013 10 Week Session, Summer 2012 10 Week Session

A structured reflective experience on the applied aspects of Business Administration in a professional off-campus environment. The self-selected experience from a CPT employer is designed to provide students with opportunities to make connections between the theory and practice of academic study and the practical application of that study in a real world setting. This applied course is intended for students to enhance their academics through their experience with the experiential learning activity of their choice.

Rules & Requirements

Repeat rules: Course may be repeated for credit without restriction. Students may enroll in multiple sections of this course within the same semester.

Hours & Format

Fall and/or spring: 15 weeks - 0 hours of internship per week

Summer: 6 weeks - 0 hours of internship per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Alternative to final exam.

UGBA 193I Business Abroad 4 - 6 Units

Terms offered: Summer 2019 8 Week Session, Summer 2018 Second 6 Week Session, Summer 2017 Second 6 Week Session

This course includes both formal learning in lectures, experiential learning, and action research through site visits abroad. Students and instructor will visit with international companies and/or organizations to learn about the business opportunities and challenges of operating in a specific country or region. Evaluation is based on student participation, presentations, and a research paper. Country and business industry focus may vary from term to term depending upon the instructor.

Rules & Requirements

Prerequisites: To be determined by instructor depending on topic

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

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

Summer: 5 weeks - 16-25 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 194 Undergraduate Colloquium on Business Topics 1 Unit

Terms offered: Spring 2025, Spring 2024, Spring 2023

This is a speakers series course designed to give students insights from practitioners into complex issues facing American business leaders. Each week a guest speaker will discuss an issue related to a particular theme, ranging from corporate governance to the social responsibilities of business. Students will be challenged to synthesize, question, and extend those insights under the guidance of the instructor.

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

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

Summer: 6 weeks - 2.5 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam required.

UGBA 194S Sports Management 2 Units

Terms offered: Spring 2025

This course focuses on key issues and influencers within the sports industry, with an emphasis on college athletics. Subjects research, review and discuss topics in law, marketing, finance, and management; issues range from pending NCAA lawsuits, naming rights, conference television agreements, multi-media rights, and athletic facility financing, to coaching and player / student-athlete experiences. Students have the opportunity to engage with sports industry professionals and guest speakers on a variety of present day issues.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/ Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 195A Entrepreneurship 3 Units

Terms offered: Spring 2025, Spring 2024, Spring 2023

Whether you have an idea for a business right now, are interested in being an entrepreneur in the future, or want to build entrepreneurial skills to be an innovator at an established company, this course will cover the topics you need to know to succeed. The course takes students through the entire new venture process including how to: evaluate new business ideas, get customers to buy your product, validate that your business is scalable and profitable, pitch to investors/raise capital, scale and exit a business, and beyond. Through a group project, students create their own venture and learn by doing what entrepreneurs actually do. Each week students also get insights from successful entrepreneur/investor guest speakers.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

UGBA 195B Startup and Small-Business Consulting 2 Units

Terms offered: Fall 2021

This course is designed to provide students with an understanding of the concepts and principles for consulting with startups and small businesses. Students will work in self-created teams of 3-4 and can either bid for projects provided by the instructor, or source their own project so long as it fits the course criteria. Course time will include guest lecturers and consulting skills workshops. Student teams will be expected to meet together and with the client outside of class time.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 195M M.E.T. Innovation and Entrepreneurship Immersion 2 Units

Terms offered: Prior to 2007

This course is an experiential capstone for seniors in the M.E.T. program. The pedagogical objective is to consolidate and build upon the learning over the four years in the program through a week-long immersion, in which the students will be visiting another leading technology cluster domestically or internationally. The purpose is to expose them to companies and approaches for pursuing innovation and entrepreneurship differently from the California Bay Area, to both integrate and expand the concepts and skills they've accumulated in their curriculum.

Hours & Format

Fall and/or spring: 8 weeks - 1 hour of lecture and 6 hours of fieldwork per week

Summer: 8 weeks - 1 hour of lecture and 6 hours of fieldwork per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only.
Alternative to final exam.

UGBA 195P Entrepreneurship: How to Successfully start a New Business 3 Units

Terms offered: Fall 2025, Fall 2024, Fall 2023

This course explores and examines key issues facing entrepreneurs and their businesses. It is intended to provide a broad spectrum of topics across many business disciplines including accounting, finance, marketing, organizational behavior, production/quality, technology, etc. Students will acquire a keen understanding of both the theoretical and real world tools used by today's entrepreneurial business leaders in achieving success in today's global business environment.

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: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 195S Entrepreneurship To Address Global Poverty 3 Units

Terms offered: Spring 2013, Spring 2012, Spring 2011

This course examines whether and how entrepreneurial ventures can meaningfully address global poverty vs. more traditional approaches such as foreign aid, private philanthropy or corporate social responsibility initiatives. Combining lectures, case studies, and interviews with social entrepreneurs, it explores poverty and entrepreneurship before focusing on their intersection in various bottom-of-pyramid markets, from health, housing, and education to energy, agriculture, and finance.

Hours & Format

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

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam not required.

UGBA 195T Topics in Entrepreneurship 1 - 3 Units

Terms offered: Summer 2025, Spring 2025, Spring 2024

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.

Rules & Requirements

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

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

Summer: 3 weeks - 5-15 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

UGBA C195C Life Sciences, Business, and Entrepreneurship Capstone Course 4 Units

Terms offered: Prior to 2007

Blended lecture / Project-based course where student teams build out a business plan for a mock biotech company, demonstrating advanced knowledge in therapeutics and business development. Throughout the course student teams will work toward a final project in which they will identify and present a technology overview, disease overview and explanation of unmet need, a development plan, a commercialization plan, risk mitigation strategy, and financials. Class will include field trips, guest lectures, and a pitch competition with prize.

Rules & Requirements

Prerequisites: Students must be in their fourth and final year of the Life Sciences, Business, and Entrepreneurship Program in order to enroll in this class

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructors: Schaletzky, Dillin

Also listed as: MCELLBI C175

UGBA 196 Special Topics in Business Administration 1 - 4 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

Study in various fields of business administration. Topics will vary from year to year and will be announced at the beginning of each semester.

Rules & Requirements

Prerequisites: Upper division standing

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of lecture per week

Summer:

6 weeks - 2.5-10 hours of lecture per week

10 weeks - 2-4 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Business Administration 196

UGBA 196SA Business Models for Sustainability 3 Units

Terms offered: Summer 2025 First 6 Week Session, Summer 2024 First 6 Week Session, Summer 2023 First 6 Week Session

This course explores the ways in which business, social and environmental sustainability are intertwined. The course maps how business can play a definitive role in addressing the problems of sustainability, primarily with regard to climate change. The course examines a range of approaches to developing business models in the context of sustainability, the actions that business can take to improve environmental outlook, and the emergence of a sustainability-aware economy.

Hours & Format

Summer: 6 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 196SB Innovation and Entrepreneurship for Sustainability 3 Units

Terms offered: Summer 2025 First 6 Week Session, Summer 2024 First 6 Week Session, Summer 2023 First 6 Week Session

This course is an optimistic take on the daunting issues of environmental and social sustainability, primarily through the lens of innovation and entrepreneurship, and maps how new business creation can play a definitive role in addressing the social and environmental problems of sustainability. In terms of balance, the course starts with a primer on the fundamentals of innovation and entrepreneurship (the first 20% of the course) before moving on to the core topic of sustainability entrepreneurship (80% of the course).

Hours & Format

Summer: 6 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA 196SC Investing for Sustainability 3 Units

Terms offered: Summer 2025 First 6 Week Session, Summer 2024 First 6 Week Session, Summer 2023 Second 6 Week Session

This course examines how capital markets and the investment industry are responding to the growth in social and environmental sustainability, both as a financial risk to investment opportunities and increased public awareness in the role of financial markets and investment in social and environmental issues. The course includes 1) an introduction to capital markets including institutional investment, public finance and private capital, and 2) an examination of the rise of sustainability-related investing including environmental, social and governance investing, mission-related investment, venture capital impact investing, blended finance and shareholder activism on issues ranging from climate change to diversity, equity and inclusion.

Hours & Format

Summer: 6 weeks - 6 hours of lecture per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

UGBA C196C The Berkeley Changemaker 2 - 3 Units

Terms offered: Fall 2025, Summer 2025 Second 6 Week Session, Spring 2025, Fall 2023, Summer 2023 Second 6 Week Session, Spring 2023
Berkeley Changemaker impact occurs across many fronts: scientific, artistic, social, and entrepreneurial. This course helps students identify as a Berkeley Changemaker and learn the critical thinking, communication, and collaboration skills to become one. Combining disciplines across UC Berkeley, the course also helps launch the Berkeley Discovery arc. Students develop their own leadership styles and discover how they can create and lead diverse teams to act upon the world. Values in Berkeley's DNA like Questioning the Status Quo and going Beyond Yourself support students in leading from whatever position they occupy, preparing them to leave their mark on campus, in their communities, or beyond. More at: <http://changemaker.berkeley.edu>.

Rules & Requirements

Credit Restrictions: Students will receive no credit for UGBA C196C after completing UGBA C12. A deficient grade in UGBA C196C may be removed by taking UGBA C12.

Hours & Format

Fall and/or spring: 15 weeks - 2-2 hours of lecture and 0-1.5 hours of discussion per week

Summer:

6 weeks - 6-6 hours of lecture and 0-0 hours of discussion per week
8 weeks - 4-4 hours of lecture and 0-3 hours of discussion per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Formerly known as: Undergrad. Business Administration C112/Letters and Science C112

Also listed as: L & S C196C

UGBA 198 Directed Study 1 - 4 Units

Terms offered: Spring 2025, Spring 2016, Fall 2015

Organized group study on topics selected by upper division students under the sponsorship and direction of a member of the Haas School of Business faculty.

Rules & Requirements

Prerequisites: Consent of instructor

Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

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

Hours & Format

Fall and/or spring: 15 weeks - 1-4 hours of directed group study per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Business Administration 198

UGBA 199 Supervised Independent Study and Research 1 - 4 Units

Terms offered: Fall 2025, Spring 2025, Fall 2024

Enrollment restrictions apply.

Rules & Requirements

Prerequisites: Consent of instructor

Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

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 - 1-4 hours of independent study per week
8 weeks - 1-4 hours of independent study per week

Additional Details

Subject/Course Level: Undergrad. Business Administration/
Undergraduate

Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.

Formerly known as: Business Administration 199