

# **AA Challenge**

## **Market Research Report UC Berkeley**

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# 1 Introduction

University of California was founded in 1868. In 1873, it moves to Berkeley, which is a place near San Francisco in what is known as the Bay Area. Nowadays, University of California has many branches but the best is UC Berkeley (Figure 1). According to U.S. News Best Global Universities Ranking, it ranks 3 among 750 universities in the world, while UM ranks 17. In this report, SWOT is used to analyze UC Berkeley from the aspect of JI DD students, who may want to apply for its graduate programs. For JI students, what is the strength, weakness, opportunities and threats of UC Berkeley are discussed.



Figure 1. UC Berkeley's Logo

## 2 SWOT Analysis

### 2.1 Strength

Berkeley is divided into 14 colleges and schools, including the highly ranked Haas School of Business, College of Chemistry, College of Engineering, School of Public Health and School of Law. For our JI students, mainly are engineers, Berkeley is a good choice. Its college of Engineering rankings are shown in Figure 2. Source is *U.S. News & World Report*. For EECS students, Berkeley is a good choice, especially for CS students.

## Graduate programs

	2016	2015	2014	2013	2012
Bioengineering	6	7	7	10	10
Chemical engineering*	2	2	3	3	2
Civil engineering	1	1	1	2	1
Computer engineering	2	1	2	2	3
Computer science	1	1	1	1	1
Electrical engineering	1	3	1	3	3
Environmental engineering	1	1	1	1	1
Industrial engineering	2	3	3	3	3
Materials engineering	6	6	6	6	6
Mechanical engineering	3	3	3	3	3
Nuclear engineering	5	8	7	7	7

Figure 2. Graduate program U.S. rankings.

UC Berkeley is located near San Francisco, which is a prosperous place that gathers many famous companies, banks, providing many job opportunities for engineers. Besides, the weather here and liberal culture here makes Berkeley to be a good school which can help students find jobs easier.

Berkeley is in a place which encourages innovation and gives students a lot of freedom. There are lots of student organizations, companies from startups and big companies, which provides many choices to students. Students can develop their career life to any interesting areas and create numerous possibilities.

The tuition for graduate students according to the Berkeley's Graduate Student Budget 2016-17, the total expense is around \$54,276, including health insurance, food, housing, tuition. The fees are relatively low compared to other universities. Besides, there are many scholarships to be offered.

## 2.2 Weakness

The safety and living problem are needed to be considered. The safety of California is not so good, which is kind of well-known. Besides, Berkeley's enrollment requirements are high. It is hard to be enrolled.

## 2.3 Opportunity

Opportunities for Berkeley to interests our JI students are the potential of getting better academic opportunities, getting better job experiences and getting new genius friends of all over the world. Studying in a well-acknowledged university is an unique experience for any student.

## 2.4 Threat

There are still many universities rank higher the Berkeley, such as Stanford, MIT, Harvard etc. These universities are all in the same position in the academic area. The difference are not so large. Difference professors have different research areas. Go and find the one fits best is the point.

## 2.5 SWOT Diagram

<b>Strength</b> High ranking graduate graduate program Great location, good job opportunities Encourage innovation Numerous possibilities Relatively low fees	<b>Weakness</b> Safety problem Academic weakness in some areas High requirements
<b>Opportunity</b> Getting better job opportunities Getting better academic experiences	<b>Threat</b> Other best universities

## 3 Opportunities for JI Students

### 3.1 Academics

For JI engineering students major, the academic opportunities in Berkeley is needed to be compared with other universities in different areas in ECE and ME. JI students should study all potential colleges and compare the professors' research areas. In graduate programs, the professor may be the most important factor during the decision making.

### 3.2 Careers

For careers, Berkeley's career center, career advising, engineer career conference, career and professional development programs may help.

## 4 How to Use the Resources

For individuals, they should collect all resources of the college permission requirements, professor informations, and list the admission possibilities. The information above is just a general analysis, without any degrees program listed. It is not completed because of limited

time and my major restriction. There is no need for me to find detail information to write this report. For future, I will first list all relevant schools together for each major if I need to make a study on the American Graduate programs. Comparison is very essential and detail information is needed.

Therefore, First collect all comparison materials of different colleges of each majors. Then divide into each school to make an explicit report. A report with systemic information is needed to be made to prepare for the promotion. To promote the information, WeChat publication and email can be used. Then some seminars, workshops can be held, depend on the information which want to share.

I'm now helping Liu Yanji with the career communication works which relates JI and UM. I am willing to devote my time on collecting informations and share with my peers. Talking to alumnus are necessary. Joining in AA is a good experience for me to develop my career horizons and communication skills.