

Executive MBA

Haas School of Business (<http://haas.berkeley.edu>)

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The Path to Innovative Leadership

Business school is about teaching you fundamental business concepts and helping you further develop your general management skills. But the Berkeley MBA for Executives Program goes beyond that to offer you a special set of innovative leadership skills that are extremely valuable in the global marketplace—and tailored for executive MBA students.

Immediate Impact

Our executive MBA program focuses on applying knowledge and skills to challenges that managers face in today's workplace. As an accomplished professional seeking a highly relevant learning experience, you will find that your studies and classroom discussions have direct bearing on choices you are making for your organization.

Class exercises and team and special projects provide an unparalleled opportunity for you to apply learning to your organization's current business challenges. The EMBA program's structure—a foundation of rigorous general management skills in the early terms, followed by electives that deepen your knowledge in areas deemed most important to one's personal growth followed by electives that deepen your knowledge in areas deemed most important to one's professional growth—maximizes your ability to learn and apply new skills.

A General Management Education

Your Berkeley MBA education is taught from a general management perspective and anchored in the fundamentals of business—from accounting and finance to marketing and strategy. You learn to lead and manage an enterprise as a whole.

A Rigorous Curriculum

The Berkeley MBA curriculum provides you with a basic framework of qualitative, quantitative, analytical, strategic, and problem-solving skills. It's rooted in the scientific disciplines of the university—economics, mathematics, social sciences such as psychology and sociology, and other areas.

Faculty Experts

Faculty members in the EMBA program are experts in their fields. They apply their expertise toward increasing your knowledge of successful management, leadership, human behavior, organizational performance, and economic and market functions.

A Deeper Understanding

You not only gain knowledge about best business practices, but also learn about the fundamental principles behind them—the "how" and the "why." The Berkeley MBA for Executives Program will make you think deeply and expand your understanding of the world.

A Leader in Sync with the Times

The goal of the Berkeley MBA curriculum is to develop you as an innovative leader. And a unique aspect of the Berkeley Innovative Leadership Development (BILD) (<http://groups.haas.berkeley.edu/BILD>) approach is the conscious use of the Berkeley-Haas culture to shape how and what you learn.

An Innovative Leader

We define this leadership archetype as an individual who drives growth by putting new ideas into action in every corner and every function of his or her organization, and who does so responsibly. Leaders of this kind define what is next for our markets and for our societies. Whether it is producing more fuel-efficient autos or creating new business processes, innovative leaders are the ones who will create opportunity from the major challenges facing the world. Berkeley-Haas has been producing such leaders for many years, but we have recently sharpened our curriculum to deliver this kind of leader even more effectively.

A Supportive Culture and Environment

The unique nature of the Berkeley-Haas culture is rooted in four defining principles, which are emphasized in the admissions process and actively integrated into the EMBA curriculum. They are:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

The defining principles are heavily influenced by the school's location in the San Francisco Bay Area—the world's epicenter for innovation and entrepreneurship. They are also shaped by the culture of UC Berkeley, a world-class research generator with a legendary atmosphere of fresh thinking.

EMBA Curriculum

The Berkeley MBA for Executives Program educates you to become a new type of business executive distinguished by your ability to lead innovatively—the driver of value in today's marketplace.

The EMBA program's rigorous curriculum is taught from a general management perspective, focusing on the fundamentals of business, including finance, marketing, accounting, and leadership—skills that can be applied to any industry over the course of a lifelong career. Your courses will also leverage the Berkeley Innovative Leadership Development (BILD) (<http://groups.haas.berkeley.edu/BILD>) curriculum, which will give you a specific skill set that helps you become a more effective leader.

You begin your executive MBA studies with core courses to build a basic framework around which to mold real-world experiences. Elective courses and an international seminar add depth in chosen areas. Taught by renowned members of the Berkeley-Haas faculty, all classes follow the high standards of the MBA courses in our full-time program. It is anticipated that executive MBA students will devote an average of 20 hours per week to their studies, outside of class time.

Throughout the EMBA curriculum, faculty members use a variety of teaching methods. Case studies, seminars, simulations, guest speakers and group projects all facilitate the learning process. Classroom learning is enhanced by numerous opportunities to apply the lessons to real-world situations.

Applied Innovation

As part of the Applied Innovation course in the EMBA program, you will first learn problem framing, specifically to navigate the design and innovation process by applying different modes of thinking in order to find, frame, reframe and solve difficult business problems. Later in the course, you will team up with classmates to apply these tools to address an actual company challenge or global issue, such as providing safe drinking water. Faculty will coach and mentor you on working effectively in cross-disciplinary teams, on the content area of the project, and on experimenting with alternative solutions.

Learning Modules and International Seminar

In addition to regular courses and week-long electives on the Berkeley-Haas campus, the executive MBA program features a select set of off-site learning modules. Locations will include Silicon Valley and Washington D.C. These learning modules are tailored to take advantage of their local knowledge, giving you a diverse set of experiences and deeper knowledge into various business ecosystems, such as Silicon Valley's technology industry and Washington D.C.'s international business and public policy environment.

The International Seminar in Shanghai offers you a real-world opportunity to apply and deepen the global business concepts you learn in your course work. You will travel with your EMBA classmates for a week of experiential learning through lectures, discussions with local business and government leaders, and site visits. The trip examines key factors influencing global business success. You will also have the opportunity to take classes, meet with local companies, visit cultural sites, practice your foreign language skills, learn cross-cultural business etiquette, and build your personal international network.

XMBA 200C Leadership Communication 2 Units

Department: Executive Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall, spring and summer

Grading: Letter grade.

Hours and format: 2 hours of lecture per week for 6 weeks.

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.

XMBA 200P Problem Finding, Problem Solving 1 Unit

Department: Executive Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall and spring

Grading: The grading option will be decided by the instructor when the class is offered.

Problem Finding, Problem Solving (PFPS) teaches basic skills drawn from the fields of critical thinking, design thinking and systems thinking that support innovation. Specifically, it covers ways of collecting information to characterize a problem, framing and re-framing that problem, coming up with a range of solutions and then gathering feedback to assess those solutions. Following Confucius's notion: "I hear and I forget. I see and I remember. I do and I understand." The class consists primarily of hands-on exercises to experiment with and learn the tools and techniques presented, applying them to the design and testing of alternative business models for start-up and other businesses.

XMBA 200Q Decision Models 1 Unit

Department: Executive Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall, spring and summer

Grading: The grading option will be decided by the instructor when the class is offered.

Hours and format: 5 hours of Lecture and 5 hours of Lecture per week for 3 weeks.

This core course introduces students to quantitative concepts, techniques, and software with which all successful managers should be familiar. The objective of this course is to improve managerial decision making by introducing managers to optimization techniques, simulation, and project management.

XMBA 200S Data and Decisions 2 Units

Department: Executive Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall, spring and summer

Grading: The grading option will be decided by the instructor when the class is offered.

Hours and format: 3 hours of lecture per week for 10 weeks. 15 hours of lecture per week for 3 weeks.

The objective of this core course is to make students critical consumers of statistical analysis using available software packages. Key concepts include interpretation of regression analysis, model formation and testing, and diagnostic checking.

Formerly known as Business Administration 200S.

XMBA 201A Managerial Economics 2 Units

Department: Executive Masters in Bus. Adm.

Course level: Graduate

Terms course may be offered: Fall, spring and summer

Grading: The grading option will be decided by the instructor when the class is offered.

Hours and format: 4.5 hours of Lecture per week for 10 weeks. 3 hours of Lecture per week for 3 weeks.