Evening & Weekend MBA Program 2016

The Berkeley MBA

Leading Through Innovation
Evening & Weekend Berkeley MBA students apply innovative leadership skills during a Haas@Work project for Panasonic.
The Berkeley MBA Program is about innovative leadership, fresh thinking, positive impact, and an incredibly talented, diverse, collaborative community—one that forms an invaluable, lifelong network. As the top-ranked program of its kind, the Evening & Weekend Berkeley MBA Program offers you the rigor of a premier degree program in a flexible, convenient format ideal for working professionals. As the faculty and staff work with you to achieve your career goals, you will experience the highly personal nature of an MBA program like no other.

Developing Innovative Leaders
who know how to put new ideas to work—responsibly

A rigorous general management curriculum gives you the breadth and depth of knowledge to be a leader in any type of organization.

World-renowned faculty members share their expertise, innovative research, and thought leadership.

An unparalleled location leverages the innovative and energetic business ecosystem of the San Francisco Bay Area.

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Rich Lyons
Dean, Haas School of Business

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The goal of the Berkeley MBA Program is to develop you as an innovative leader and teach you fundamental business concepts. We define innovative leadership as the ability to put new ideas into action in every corner and every function of an organization—and to do so responsibly. You gain the knowledge to become a leader who defines what’s next—for our markets and for our societies. Berkeley-Haas is uniquely positioned to deliver such leaders.

A Path to Innovative Leadership built on a timely and relevant skillset

A General Management Foundation
Your Haas education is anchored in the fundamentals of general management, including the latest theories of and best practices in business—from accounting and finance to marketing and strategy. You learn to lead and manage an enterprise as a whole. The rigorous curriculum provides you with a basic framework of qualitative, quantitative, strategic, and problem-solving skills. You not only gain knowledge about best business practices but also learn about the fundamental principles behind them—the “how” and the “why.”

A Connected Leadership Curriculum
Innovative leadership is a connecting theme that runs through the entire Berkeley MBA Program—in both the required (core) and elective portions of the curriculum. The process starts with the careful selection of Berkeley MBA students who have demonstrated leadership and exemplify the school’s Defining Principles. In the core, you begin to learn the capabilities of the innovative leader, such as the skills to define opportunities. For example, the Problem Finding, Problem Solving course teaches you specific skills to identify and address challenges. The Leading People and Leadership Communications courses teach specific motivational skills, such as influencing others without having direct authority over them.

Learning Beyond the Classroom
You have the opportunity to take experiential courses that emphasize innovative leadership. You can also participate in out-of-classroom opportunities that build upon your leadership skill set. Teamwork is emphasized throughout, including skill development and group coaching on how to be optimally effective in teams. You will also complete the required Applied Innovation core course, which is taken during your third semester in the program and completed through participation in the Mid-program Academic Retreat (MPAR). This course, which enables you to hone your leadership skills in a real-life setting, is taken in conjunction with a teamwork module.
As part of the school’s acclaimed Haas@Work course in applied innovation, students work with top executives at major firms such as Visa, Cisco, Disney, Charles Schwab, Panasonic, Clorox, Wells Fargo, Virgin America, Paypal, BlueCross, HP, and Fuseproject (pictured here).

Learning by Doing
Students can choose from among the following applied innovation options, many of which are first-of-their-kind courses and are unique to the Berkeley MBA Program.

Haas@Work
Teams of Berkeley MBA students work with top executives at major firms to research and develop solutions for real-world business challenges.

Social Sector Solutions
Students work with partner McKinsey & Co. to engage in innovative consulting projects, providing plans, creative ideas, and solutions for challenges unique to nonprofit organizations.

Social Sector Solutions for Social Enterprises
Offered in partnership with consulting firms Dalberg and FSG, students engage with five select social enterprises—impact-driven organizations with sustainable business models.

International Business Development
Students gain hands-on experience as project consultants for global clients, culminating with two weeks in an international location.

Hedge Fund Strategies
Groups of students apply the skills acquired in finance and other courses to develop and implement a real trading strategy.

Corporate Sustainability
Students engage with companies such as Walmart to develop socially responsible business strategies that are aligned with business objectives and core competencies.

Design & Marketing of New Products
Students learn cutting-edge tools and techniques used for new-product development and examine the strategies, success metrics, processes, and methods used by successful companies.

Real Estate Investment Analysis
Students examine real cases and produce a comprehensive analysis that includes concept development, full market analysis, funding strategy, and entitlement and stakeholder consultation and approval strategies.

Lean LaunchPad
Using a business model to brainstorm each part of a company and its customer development, students are exposed to all of the pressure and demands of an early-stage start up.

For more information, visit ewmba.haas.berkeley.edu/academics/experiential.html
Through the Berkeley MBA’s rigorous, comprehensive curriculum, you’ll master the essential skills of management and leadership. After fulfilling the requirements of the core curriculum, you will have the flexibility to tailor your education to meet your own goals and interests through a variety of cutting-edge elective offerings and global opportunities.

A Rigorous, Flexible Curriculum prepares you for every kind of leadership challenge

The Core
The Evening & Weekend Berkeley MBA curriculum consists of 13 required core courses taken during the first three semesters that provide the analytical tools and essential knowledge to lead effectively. For example, you will learn how to set direction in your strategy course and how to manage complex projects and enterprises in your operations course. Throughout the core, you are taught the lessons of leading responsibly.

Electives
A central feature of the Berkeley MBA program is its level of flexibility, which enables you to customize your studies according to your own goals. A variety of elective offerings across industries and functions enables you to begin to design your own course of study in the second year of the program. Popular electives include Pricing, Venture Capital & Private Equity, Strategic Brand Management, Power & Politics, and Financial Information Analysis.

Global Perspective
Global business is part of many courses, including those with a specific focus on international topics, such as International Marketing, Global Leadership, Global Teams, and Global Strategy. Students are also encouraged to take advantage of international opportunities, such as attending international seminars or planning study trips to other countries during breaks. For example, seminars in international business—offered each year in countries such as China, India, South Africa, and Brazil, provide groups of students with opportunities to investigate, firsthand, the opportunities and challenges of doing business internationally.

For a comprehensive curriculum overview including full course descriptions, visit ewmba.haas.berkeley.edu/academics/curriculum.html
Berkeley Haas faculty members are explorers and discoverers, seeking new ideas and insights at the frontiers of knowledge. They are internationally recognized leaders in the study of the economic, social, political, and technological forces shaping global markets today. Haas faculty members play an active role in national and international business communities, serving as consultants, board members, and speakers at major business conferences and seminars.

A Roster of Experienced Thinkers and Leaders
Several faculty members are authors of widely used textbooks in marketing, economics, and management. Severin Borenstein is a nearly constant presence in the national media explaining the ups and downs of the nation’s energy markets. Panos N. Patatoukas, who made Poets & Quants magazine’s 2015 “Ten Top B-School Professors Under 40,” breaks down financial information analysis and valuation. Jennifer Chatman is a top authority on organizational culture and post-merger integration. And David Teece is a widely-sought expert in the field of innovation and knowledge management.

Real-World Insights from Industry Practitioners
The MBA program also makes creative use of experienced practitioners from industry in its classes as adjunct professors and lecturers. For example, Wall Street veteran Peter Goodson, former partner of private equity firm Clayton, Dubilier & Rice, Inc., teaches Mergers, Acquisitions, and Turnarounds. In her Negotiations and Conflict Resolution and Organizational Behavior courses, Senior Lecturer Holly Schroth draws upon her more than 25 years of experience consulting with companies on their negotiation and communication challenges, marketing, and sales.

A Tradition of Teaching Excellence
At Haas, teaching excellence is a high priority. In the Berkeley MBA classroom, faculty members emphasize both theory and practice by using a variety of teaching methods. Case studies, seminars, simulations, guest speakers, and group projects all facilitate the learning process. Classroom learning is enhanced by opportunities to apply the lessons to real-world situations. The cornerstone of the Berkeley MBA program is its distinguished faculty members and the high quality of their courses.
Trusted Advisor to Two U.S. Presidents
As an economist, policy-maker, and former dean, Professor Laura Tyson has long been a leading champion of ways to rethink the role of business in society. Tyson chaired President Clinton’s Council of Economic Advisors and served on President Obama’s Economic Recovery Advisory Board. She is currently director of the Haas School’s Institute for Business & Social Impact.

Measuring and Forecasting Economic Activity
Two-time recipient of the Earl F. Cheit Outstanding Teaching Award, Professor Panos N. Patatoukas specializes in fundamental analysis and valuation. His award-winning research examines cross-industry economic links and supply-chain performance, corporate financial reporting practices, and the value of financial statements in forecasting economic activity. He believes we can increase social welfare through financial education.

Business with an Eye on Energy
Professor Catherine Wolfram has long been interested in energy policies and technologies, studying the impact of industry regulation, privatization, and restructuring. A researcher at the UC Energy Institute and faculty director of the Energy Institute at Haas, Wolfram believes becoming a leader “requires the ability to assimilate ideas from everywhere.”

Democratizing Design Thinking
“Design is too important to leave to designers,” says former architect and Lecturer Clark Kellogg. He has been teaching design thinking to students in many disciplines for 14 years. Kellogg co-founded the Haas School’s Problem Finding, Problem Solving course, which teaches students the creative problem solving, systems thinking, and critical thinking skills necessary to be innovative leaders.
Todd Brantley, MBA 14, Managing Director at First Republic Bank in Walnut Creek, wants to stretch himself to avoid becoming complacent in his career. But most of all, he wants to set an example for his daughters, Bronwyn and Avery. “When we visit campus,” he says, “Bronwyn asks me if she can come here too. Absolutely, I tell her, absolutely.”
It can be challenging to integrate a rigorous MBA program with a schedule that’s stretched thin by the demands of a full-time job, family life, and other commitments. But it can be done, and the Haas community is here to help you achieve your goal. The three-year, part-time schedule makes it possible to continue working while pursuing your education and expanding your network.

**Your Life. Your MBA.**

convenience and accessibility for busy professionals

**Two Convenient Schedule Options**
At the time of application, you’ll select your preference for an evening or a weekend class schedule, which the school is generally able to accommodate. Students who select the evening option attend classes two nights each week, either Monday and Wednesday or Tuesday and Thursday, during the first three semesters of core courses. Weekend classes are held on Saturdays and some electives on Sundays. Most classes are held on the Berkeley campus, with some at our Silicon Valley location. Once you finish the core, you’ll determine your schedule based on your choice of electives.

**Students from Outside the San Francisco Bay Area**
Easy access from freeways and airports makes the weekend option viable for students who live outside the San Francisco Bay Area. Professionals from Los Angeles, San Diego, Seattle, Phoenix, and other parts of the Western U.S. regularly travel to the Oakland, San Francisco, and San Jose International Airports to attend the program.

**Support Services Ease the Stress**
The Evening & Weekend Berkeley MBA Program has been designed to ease the pressures experienced by fully employed students upon returning to school. The program office staff serves as a partner in your education, helping you to minimize administrative details and providing services that allow you to focus on earning your MBA. All class registration is done through the Evening & Weekend Berkeley MBA Program Office. For students who must miss the occasional class when away on business, most classes can be videotaped and made available for online viewing.

Distance Commuting
Because of the program’s convenient schedule options and strong reputation, many students from outside the Bay Area choose to commute to Berkeley-Haas. Students who have commuted from their work and homes in Los Angeles include Zach Bonsall, MBA 13; Veronica Garay, MBA 12; KYTE Feng, MBA 12; and Greg Marek, MBA 13.

Click here for more information about commuting from outside the Bay Area. Visit ewmba.haas.berkeley.edu/community/distancecommuting.html
An important part of choosing a business school is the strength of the larger university to which you will be forever linked. In addition to attending one of the premier business schools in the world, Berkeley MBA students earn a degree from a university whose name and reputation open doors around the globe. The mission of the University of California is to excel in research, teaching, and public service. Over the decades, this mission has developed a culture at UC Berkeley that stimulates greatness.

The Berkeley Experience
a university second to none

A Distinguished Record
The Berkeley MBA Program draws on the incredible breadth and depth of the University of California at Berkeley, whose graduate programs are consistently ranked among the best in the world and whose undergraduate programs are among the most selective. The proof is in the university’s distinguished record of Nobel-level scholarship, constant innovation, a concern for the betterment of our world, and consistently high rankings of its schools and departments—the Haas School among them.

A History of Path-bending Innovation
Since its founding in 1868, UC Berkeley has grown with the rapidly expanding population of California and has responded to the educational needs of the developing state. By the 1930s, research at UC Berkeley burgeoned in nuclear physics, chemistry, and biology, leading to the development of the first cyclotron, the isolation of the human polio virus, and the discovery of all the artificial elements heavier than uranium, including Berkelium and Californium. Twenty-two members of the UC Berkeley faculty have been awarded Nobel prizes for these and subsequent achievements in science, literature, and economics. For the past two years, the Times of London has ranked UC Berkeley among the top 10 best universities in the world. The National Research Council in 2010 reaffirmed UC Berkeley’s preeminence for the third decade in a row, awarding the university the largest number of high-ranked graduate programs in the US. Of the 52 programs assessed, 48 were in the top 10 in their respective categories.
UC Berkeley Academic and Faculty Distinctions

- Ranks first nationally in the number of PhD programs in the top 10 in their fields (National Research Council)
- Ranked the #1 public university in the U.S. for the thirteenth year in a row by U.S. News & World Report
- The leading institution in awarding doctoral degrees to minorities and women
- 22 Nobel Prize laureates (including Haas professors Oliver Williamson and John Harsanyi)
- 224 American Association for the Advancement of Science Fellows
- 230 American Academy of Arts and Sciences Fellows
- 74 Fulbright Scholars
- 357 Guggenheim Fellows
- 32 MacArthur Fellows
- 94 National Academy of Engineering Awards
- 4 Pulitzer Prizes
- 1 National Poet Laureate
- 26 National Medal of Science Awards
- 32 National Academy of Sciences Awards
- 117 Sloan Fellows
- 5 Wolf Prizes
- 1,333 National Science Foundation graduate research fellowships awarded from 2001-2011, more than any other school
- 141 National Academy of Sciences Awards

One of the World’s Top Universities

#1 public university in the nation, #20 overall – U.S. News & World Report (September 2014)

#1 public university in the world, #3 overall – Shanghai Rankings (May 2014)
Guided by four Defining Principles, the distinctive Berkeley-Haas culture is integral to shaping its MBA students as they learn how to be innovative leaders. Berkeley-Haas students Question the Status Quo, Project Confidence Without Attitude, Act as Students Always, and Think Beyond Themselves. These attributes combine to create an environment conducive to teamwork, collaboration, and involvement.

A Collaborative Culture

A Collaborative Culture cultivates a unique, dynamic community

A Diversity of Experiences
Among the school’s greatest assets is its community of fellow students who form a lifetime network of friends and professional contacts. Students represent a wide range of industries, functions, ethnic backgrounds, and geographic locations.

Involvement in a Dynamic Community
The diverse and outgoing nature of the Berkeley-Haas culture translates to a vibrant, thriving community of students, alumni, faculty, and staff. From networking mixers to annual conferences, guest speakers to social events, there’s always something happening here. Students get involved in clubs and community service, organize major conferences, and participate in international case competitions. And as a member of the Berkeley MBA student community, you have the opportunity to not only attend these activities, but also participate in creating and planning them.

Evening & Weekend MBA Class of 2017 at a Glance

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Team Building Starts on Day One
Students participate in a team-building challenge during their program launch weekend, which sets the tone for the next three years.
Question the Status Quo

“We’re exposed to new tools and frameworks in class, but we are always encouraged to view them as tools—not rules. We always question the status quo in class discussions and decide what’s best for a given situation. Accepting conventional wisdom or filling out templates just won’t cut it.”

Jason Merideth, MBA 16
Brand Manager, Nestlé USA, Ice Cream Division, Oakland, California
Previous degree: BS, Business Administration, University of Southern California

Confidence Without Attitude

“The Defining Principles serve to keep everyone’s expectations aligned regarding how we interact with each other and what we’re here to accomplish. It’s truly a collaborative environment where people contribute in the spirit of learning, not just to score points.”

Kate DeLeo, MBA 16
Associate, Deutsche Bank Securities, Inc., San Francisco, California
Previous degree: BS, Operations Research & Information Engineering, Cornell University, New York

Students Always

“I wrote about the Students Always Defining Principle in my application essay. As the youngest child, I was always learning from my older siblings and finding lessons in everyday life. That is still true, only now I can add learning from my classmates to the list.”

Aarti Shetty, MBA 15
Market Insight Manager, Stryker, San Jose, California
Previous degrees: MS, Biomedical Engineering, University of Southern California, and BS, Biomedical Engineering, University of Mumbai

Beyond Yourself

“I see two aspects to the Defining Principle Beyond Yourself. First is the way you can influence the world around you through your efforts and the efforts of your network. You need to open yourself up to people who are doing big things. The second is being an authentic reflection of your own dreams, goals, and ideals.”

Nick Caldwell, MBA 15
Principal Software Development Manager, Microsoft, Bellevue, Washington
Previous degree: BS, Computer Science & Electrical Engineering, Massachusetts Institute of Technology
The Haas School’s Bay Area location and deep ties provide you with tools and opportunities to build your career in a wide variety of industries. Many Evening & Weekend Berkeley MBA students work in San Francisco’s robust finance industry, including (left to right) former Symphony Asset Management Equity Research Analyst Eric Peterson, MBA 13; Wikia Corporate Controller Eileen Treanor, MBA 14; Deutsche Bank Group Vice President Bahaar Sidhu, MBA 13; Wells Fargo Vice President Jeff Uken, MBA 13; and RPX Corporation Manager John Erdos, MBA 15.
Whether you’re looking to advance within your current organization, change your career, or explore entrepreneurial options, the Haas School’s resources, key location, and deep ties to industry-leading local and global firms will provide you with the tools and connections you need to launch the next stage of your career.

Take Your Career to the Next Level
with the tools and connections that will set you apart

An Impressive Array of Services
MBA Career Management at the Haas School provides you with a wide variety of customized tools and services to help you prepare for the next stage of your career. To meet the needs of your demanding schedule, many activities and events are held at convenient times, on weekday evenings and weekends. In addition, the Career Management staff, which includes experts focused exclusively on the school’s part-time student population, holds evening, weekend, and phone consulting hours and is available year-round to support your needs.

Providing a Structured Approach to Career Planning
One of the many roles of MBA Career Management is to assist you in thinking strategically about your career objectives and to offer a structured approach to tackling today’s job market. Webinars and workshops are offered to help you prepare for a variety of professional situations. Career Management organizes job fairs and networking events both on and off campus. You will have the opportunity to interact with hiring managers and recruiters in more informal ways at industry firm nights, corporate visits, alumni mixers, and career panels, and formally through the on-campus recruiting process. Alumni have access to advising services, special programs, and job listings throughout their lifetimes.

Premium Programs Give Students an Edge
To supplement extensive in-house offerings, MBA Career Management has added Premium Programs, bringing in the best of outside consultants to work with students. Premium Programs include Training the Street, which teaches valuation methods used on Wall Street, and Cracking the Case seminars, which prepare students for case interviews.

Tools and Resources for Job Search Success
The student career website CareerNet offers a job board, résumé database, company information and contacts, online advising, and workshop/webinar/event registration. In addition, the Haas Alumni Network database and the Berkeley-Haas LinkedIn groups provide alumni connections.

Company Representation
Students in the Evening & Weekend Berkeley MBA Program represent more than 400 different employers, including these firms.
From your first day as a Berkeley MBA student, you’ll be able to leverage the power of one of the best professional networks. Almost 40,000 Haas graduates—and nearly half a million UC Berkeley graduates—are connected by a robust alumni network that includes career resources, online communities, and local alumni chapters in major cities around the globe.

Connecting You to the World through a robust, global alumni network
Endless Networking Opportunities

With alumni chapters in over more than 46 countries, including more than 33 chapters in the U.S., there are Haas alumni events happening an average of five out of seven days a week all over the world.

Whether in Shanghai, Santiago, London, or New York, you’ll have immediate access to local alumni who get together often to strengthen their personal and professional contacts at chapter and regional gatherings. In addition, a variety of online and in-person alumni groups and clubs formed around special interests—from biotech and real estate to business in greater China—can provide you with insights and contacts. And, as a graduate of the Berkeley MBA Program, you’ll not only continue to have full access to all networking tools, you’ll also enjoy a full menu of career services as well as personal development and educational resources.
Each fall, the Evening & Weekend Berkeley MBA Program seeks candidates who exhibit a high level of intellectual capabilities, professional experience demonstrating potential for senior management, and personal attributes and life experience suggesting leadership, maturity, ethical character, social and civic responsibility, and goal orientation.

Apply to the Berkeley MBA Program at ewmba.haas.berkeley.edu

Financial Aid
Options for financing your education include the following:

Scholarships
A variety of scholarships are available to Evening & Weekend Berkeley MBA students. Below are scholarships awarded to admitted students.

Diversity Scholarship
For students based on their contribution to diversity

Nonprofit/Public Service Scholarship
For students working in the nonprofit/public service sector

Ronald Shapansky Grant
For students who demonstrate the most financial need

Deans Scholarship
For students who qualify based on merit.

Employer Tuition Assistance
Many Evening & Weekend Berkeley MBA students receive some form of employer tuition support. Applicants are encouraged to contact their human resources departments to determine eligibility.

Student Loans
Qualifying students may borrow up to $20,500 annually from the Federal Direct Loan Program. Students wanting to borrow more than $20,500 can also utilize the Federal Grad PLUS Loan or a private loan.

To learn more, please visit haas.berkeley.edu/finaid/EWMBA

Application Process
The Evening & Weekend Berkeley MBA Program accepts applications for candidates entering the fall semester only. For requirements, instructions, and access to our online application, go to ewmba.haas.berkeley.edu.

Learn More
Visit: The best way to know what it’s really like to be a Berkeley MBA student is to come visit, meet students and faculty, and observe a class. We strongly encourage this investment of your time because we know that it can help you decide if Berkeley-Haas is a good fit for you.

Attend an Information Session: We also invite you to attend an information session, designed to provide prospective students with a thorough overview of the Evening & Weekend Berkeley MBA Program.

To schedule a class visit or to register for an upcoming event, visit ewmba.haas.berkeley.edu/admissions/events.html.

2016 Application Deadlines

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<tr>
<td>One</td>
<td>Nov 18, 2015</td>
<td>Feb 5, 2016</td>
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<tr>
<td>Two</td>
<td>Jan 19, 2016</td>
<td>Apr 8, 2016</td>
</tr>
<tr>
<td>Three</td>
<td>Mar 9, 2016</td>
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Application Checklist

- Take the GMAT or GRE on or before the application deadline. Scores are valid from October 2010 to present only.
- Take the TOEFL/IELTS (if applicable) on or before the application deadline. Scores are valid from June 2014 to present only.
- Submit your online application at apply.haas.berkeley.edu.
- Submit with the application:
  - Application fee
  - Professional résumé
  - Two letters of recommendation
  - Completed essays
  - GMAT or GRE score
  - TOEFL/IELTS score (if applicable)
- Mail a sealed copy of your transcripts from each institution you attended to Haas.

For more information, visit ewmba.haas.berkeley.edu/admissions
Evening & Weekend MBA Program 2016

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Evening & Weekend MBA Program at a Glance

A three-year, part-time MBA program that emphasizes the delivery of innovation to organizations and enables professionals to continue working full time while advancing their careers.

- Two schedule options for increased flexibility.
- Same cutting-edge curriculum and same world-class UC Berkeley faculty as in the full-time program.
- Same MBA degree as the full-time program.

Evening Option
- Attend classes two nights each week, from 6:00 p.m. to 9:30 p.m.
- Classes held at the Haas School on the UC Berkeley campus.
- Regular shuttle bus service from South Bay and Peninsula to Berkeley.

Weekend Option
- Attend classes Saturdays, from 9:00 a.m. to 6:00 p.m.
- Classes are held primarily on the Berkeley campus, with some classes at our Silicon Valley location.
- A viable option for working professionals from outside the Bay Area.