NEED A LITTLE HELP WITH YOUR CAREER PLANNING?

IT STILL NEEDS A LITTLE WORK!
The Berkeley Leader

We develop leaders who create unexpected solutions to difficult problems…

…but we do it with a twist
How do you want to lead?
EASEL Model

- **Explorer**: Curious about different industries and roles
- **Advancer**: Continuing upward in your role in the same industry
- **Switcher/Pivoter**: Wanting to transition into a different function and/or industry
- **Entrepreneur**: Becoming a founder or 5th employee
- **Lateral**: Go sideways to go up
Career Net

ONE STOP SHOP

- Advising/Coaching
- Workshops
- Job Opportunities
- Companies & Contacts
- Career Resources
- Employment Data
Developing Your Career Strategy

Essence of Winning

Strategic Intent

Deserve Effort & Commitment
Time
Stable Over
Active Mgmt Process
- Curricular
- Co-curricular
- Professional experiences
- Sponsors
- Network
- Your story

Which path are you on?

ENTREPRENEUR
- Entrepreneurship Electives
- Leadership Electives
- Institute for Business Innovation
- LAUNCH: UCB Startup Competition
- Venture Capital Investment Competition
- Global Social Venture Competition

GM/CEO
- Leadership Electives
- Strategy Electives
- Finance Electives
- Institute for Social & Business Impact
- Energy Institute
- Berkeley Center for Economics & Politics

C xo
- Leadership Electives
- Strategy Electives
- Finance Electives
- Institute for Business & Social Impact
- Center for Financial Reporting & Mgmt
- Fisher CIO Leadership
- Haas Technology Challenge

Industry Clubs
- Cohort Leadership Roles
- Co-curricular
- Core Curriculum

ILLUSTRATIVE
APPENDIX

MBA for Executives Curriculum
Academics Overview

**Immersions**
- Leadership Comms
- Applied Innovation
- Silicon Valley
- International
- Washington DC

**Executive Capabilities**
- Leadership
- Entrepreneurship
- Strategy
- Finance

**Core**
- Management Fundamentals
## Core Academics

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Strategy</th>
<th>Entrepreneurship</th>
<th>Finance &amp; Accounting</th>
</tr>
</thead>
</table>
| • Leadership Communication  
• Applied Innovation  
• Leading People  
• Building Trust Based Relationships | • Washington, DC Immersion Week  
• International Immersion Week  
• Corporate Strategy | • Silicon Valley Immersion Week | • Financial Accounting  
• Introduction to Finance |

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Economics</th>
<th>Operations</th>
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</table>
| • Marketing Management | • Economics for Business Decision Making  
• Macroeconomics in the Global Economy | • Data Analysis for Management  
• Operations Management |

*Immersion Weeks in bold*
# Anchor Electives

<table>
<thead>
<tr>
<th>Leadership</th>
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<th>Finance</th>
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<tbody>
<tr>
<td>• Executive Leadership</td>
<td>• Global Strategy</td>
<td>• New Venture Finance</td>
<td>• Financial Information Analysis</td>
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<tr>
<td>• Negotiations</td>
<td>• Data Analytics</td>
<td>• Opportunity Identification</td>
<td>• Corporate Finance</td>
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<tr>
<td>• Turnarounds</td>
<td>• Game Theory</td>
<td>• Start up Innovation</td>
<td>• Mergers &amp; Acquisitions</td>
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<tr>
<td></td>
<td>• Mega-Trends &amp; Scenario Planning</td>
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<td>• Financial Leadership Simulation</td>
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</tbody>
</table>

- Independent study
- Dual-listed with Evening & Weekend
## Immersions & Experiential Learning

<table>
<thead>
<tr>
<th>Term</th>
<th>Immersion Experience</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Leadership Communication</td>
<td>• Personal leadership presence</td>
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<tr>
<td></td>
<td></td>
<td>• Give/ receive/ apply feedback</td>
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<td></td>
<td></td>
<td>• Understand leadership strengths/ weaknesses</td>
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<td>2</td>
<td>Applied Innovation</td>
<td>• Design-centered thinking and development</td>
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<tr>
<td></td>
<td></td>
<td>• Design in action – meetings with design firms</td>
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<tr>
<td>3</td>
<td>Silicon Valley Immersion Week</td>
<td>• Core capabilities of entrepreneurs</td>
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<td></td>
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<td>• Deep conversations with founders/ C-suite</td>
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<td></td>
<td></td>
<td>• Requirements/ demands/ benefits/risks of start-ups</td>
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<td>4</td>
<td>International</td>
<td>• Explore how culture/ geography affects core business disciplines</td>
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<td></td>
<td></td>
<td>• Rich exposure to companies/ organizations/ people</td>
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<tr>
<td>5</td>
<td>Washington, DC</td>
<td>• How Washington does (and doesn’t) work for business</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Inside look at legislative/ regulatory development</td>
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</tbody>
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