

Consulting Management or Strategy				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Depending on the assignment, conduct objective research and analysis on behalf of the client company making financial, operations, systems, and HR recommendations.</p>	<ul style="list-style-type: none"> Ability to travel and be on client site for extended periods of time. Strong skills in financial modeling, communication, facilitation, negotiation, sales, customer relationship management, problem solving and analysis, and presentation. Must have the ability to prioritize, attend to details, be creative, understand corporate politics, and work in a fast-paced collegial team environment. <p><u>Potential Employers</u> McKinsey & Company The Boston Consulting Group Bain Deloitte</p>	<ul style="list-style-type: none"> EW MBA 210 Strategy, Structure, & Incentives EW MBA 222 Financial Information Analysis EW MBA 224A Managerial Accounting EW MBA 231 Corporate Financial Management EW MBA 246A Service Strategy EW MBA 247A Managing Professional Services EW MBA 248A Supply Chain Management EW MBA 252 Negotiations EW MBA 257 Leadership EW MBA 257 Global Management or EW MBA 257 International Business: Designing Global Organizations EW MBA 266A Sales Force Management EW MBA 275 Business Law EW MBA 290I Managing Innovation and Change EW MBA 290T Future of Information Technology EW MBA 291T Managerial Communications or EW MBA 291T Active Communicating EW MBA 296 Data Visualization for Discovery & Communication EW MBA 299 Competitive and Corporate Strategy or EW MBA 299B Global Strategy and Multinational Enterprise 	<ul style="list-style-type: none"> Joining the Haas Consulting Club Taking leadership positions in student club activities Volunteering in community activities Practicing case interviews 	<ul style="list-style-type: none"> Meet with an advisor Identify transferable skills Focus resume Find student projects Talk to Haas Alumni Meet with 3-5 Consulting firms for informational interviews-find out specifics regarding travel, hours, etc.

Finance – Corporate Financial Analysis

Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>These individuals provide financial and operational analysis within a company. The operations groups that they support may include product lines, manufacturing facilities, sales and marketing groups, or corporate staff functions (finance, human resources, legal, facilities, etc.). This role could also encompass a broader scope, such as financial planning and budgeting for the company at large. Responsibilities may include revenue and expense analysis and forecasting; product cost and margin analysis; new product projections; property, plant & equipment evaluation; etc. They may help management set up profit objectives, analyze current unit results, provide financial and operational recommendations based on analytical results, and forecast and drive future financial performance.</p>	<ul style="list-style-type: none"> • Strong understanding of fundamental financial and accounting concepts. • Provide insightful quantitative analysis and qualitative evaluation of business situations. • Ability to clearly communicate financial results in written, verbal and visual modes. • Strong decision making and problem solving skills. • Ability to work with non-financial colleagues (engineering, marketing, production, and all levels of management). <p><u>Potential Employers</u></p> <p>Deutsche Bank Securities Inc</p>	<ul style="list-style-type: none"> • EWMBA 222 Financial Information Analysis • EWMBA 223 Corporate Financial Reporting • EWMBA 224A Managerial Accounting • EWMBA 231 Corporate Financial Management • EWMBA 233 Investments • EWMBA 237 Designing Financial Models That Work • EWMBA 237 Financial Statement Modeling for Finance Careers • EWMBA 237 Risk Management • EWMBA 248A Supply Chain Management • EWMBA 252 Negotiations • EWMBA 275 Business Law • EWMBA 290I Managing Innovation and Change • EWMBA 291T Managerial Communications or EWMBA 291T Active Communicating 	<ul style="list-style-type: none"> • Joining the Haas Finance Club • Networking with others (students, alumni, guest speakers, etc.) to really understand the industry • Doing a summer internship in finance (especially for career changers) 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Find student projects • Talk to Haas Alumni • Attend appropriate workshops • Cultivate the right mentors • Expand your network to include colleagues, students, community contacts, other professionals • Join organizations • Meet with 3-5 firms for informational interviews • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility

Human Resources Management				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>HR includes hiring and firing employees, shaping corporate culture, managing employee communications, settling employee disputes, creating benefits programs, navigating government regulations, dealing with legal issues and occupational safety, setting up policies and procedures, designing programs, and measuring performance, compensation, and training needs.</p>	<ul style="list-style-type: none"> • Ability to create and analyze human resource related reports and compensation surveys. • Manage training for all levels on a variety of topics. • Excellent skills in conflict resolution, oral and written communications, handling details. • Ability to maintain a high level of confidentiality and multi-task in a fast-paced, ever-changing work environment. 	<ul style="list-style-type: none"> • EWMBA 210 Strategy, Structure, & Incentives • EWMBA 252 Negotiations • EWMBA 257 Global Management or EWMBA 257 International Business: Designing Global Organizations • EWMBA 257 Leadership • EWMBA 257 Power & Politics • EWMBA 275 Business Law 	<ul style="list-style-type: none"> • Take leadership positions in student club activities • Volunteer in community activities 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Find student projects • Talk to Haas Alumni • Cultivate the right mentors • Join organizations <p> www.shrm.org Society for Human Resources Management www.ahrd.org Academy of Human Resources Development www.Astd.org American Society for Training and Development http://www.hrjobs.com www.hr-guide.com www.hr-solutions.com hr recruitment firm www.hradvice.com http://www.jobs4hr.com http://www.recruitingoptions.net hr recruitment firm www.merithr.com hr consulting/project firm </p>

Marketing – Consumer & Brand Management

Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Companies that design and sell mass-appeal products or services to consumers rely heavily on their marketing or brand management teams to ensure their products are consumer-relevant and effectively marketed to their target consumers. In traditional consumer products companies, employees are often organized into “brand teams” that operate almost as separate companies within the organization. The brand team is responsible for getting every element of the brand proposition right and for delivering the annual sales and profit goals for the product line. Some of the key activities that brand managers and marketers often lead and perform include advertising and promotion planning, brand and package design, sales and distribution forecasting, consumer research/market research, new product development, pricing and analysis, and development and execution of the annual brand plan. Successful marketers and brand managers often go on to roles as general managers of strategic business units or Chief Marketing Officer positions.</p>	<p>Strong skills in:</p> <ul style="list-style-type: none"> • project management • strategic thinking and analysis • leadership • creative problem solving • salesmanship • communications (written, verbal, and presentation skills) 	<ul style="list-style-type: none"> • EWMBA 224A Managerial Accounting • EWMBA 246A Service Strategy • EWMBA 248A Supply Chain Management • EWMBA 252 Negotiations • EWMBA 260 Consumer Behavior • EWMBA 261 Marketing Research • EWMBA 262 Brand Management and Strategy • EWMBA 263 Information and Technology Based Marketing • EWMBA 266 Managing Sales & Distribution Channels • EWMBA 266A Sales Force Management • EWMBA 267 International Marketing • EWMBA 267 Creativity & Innovation in Marketing • EWMBA 269 Pricing • EWMBA 290I Managing Innovation and Change • EWMBA 299 Competitive and Corporate Strategy • EWMBA 299M Marketing Strategy 	<ul style="list-style-type: none"> • Joining the Haas Marketing Club • Participating in marketing competitions • Attending Marketing Firm Night • Doing a summer internship in marketing (especially for career changers) 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Join organizations • Find student projects • Talk to Haas Alumni • Attend appropriate workshops • Cultivate the right mentors • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Take a contract or temporary position • Meet with 3-5 firms for informational interviews • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility <p>http://www.creativegroup.com/ An agency for Marketing and Advertising Professionals http://sales-marketing.careerbuilder.com/ www.4Marketeters.com http://www.marketingpower.com/ American Marketing Association http://MarketingJobs.com http://www.svama.org American Marketing Association</p>

General Management				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>General managers control how an organization operates. They develop corporate structures and policies, direct and coordinate employee activities, find and develop alliances with suitable business partners, and make systematic changes to keep businesses profitable.</p>	<ul style="list-style-type: none"> • Customer-focused • Solutions-oriented • A blend of technical, conceptual and analytical skills • Ability to work independently • Strong leadership • Manage a project team • Plan strategically • Manage profit/loss and budgets • Solve problems • Interact and negotiate with all levels in an organization 	<ul style="list-style-type: none"> • EWMBA 217 International Business • EWMBA 222 Financial Information Analysis • EWMBA 224A Managerial Accounting • EWMBA 231 Corporate Financial Management • EWMBA 251 Human Resources Management • EWMBA 252 Negotiations • EWMBA 257 Cross Cultural Management • EWMBA 257 Leadership • EWMBA 262 Brand Management and Strategy • EWMBA 275 Business Law • EWMBA 290I Managing Innovation and Change • EWMBA 292T Strategic Corporate Social Responsibility • EWMBA 296 New Business Development from a Corporate Perspective • EWMBA 299 Competitive and Corporate Strategy 	<ul style="list-style-type: none"> • Taking leadership positions in student club activities • Volunteering in community activities 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Join organizations • Find student projects • Talk to Haas Alumni • Cultivate the right mentors • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility

Entrepreneurship				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Entrepreneurs work individually or with professionals in venture capital, banking, accounting, law, executive search, and consulting across myriad specialties including issues of technology, service, marketing, and communications.</p>	<ul style="list-style-type: none"> Independently develop new products, services, and opportunity areas. Refine and evaluate ideas for potential development. Manage cross-functional teams through product development/commercialization on phase. Design and coordinate execution of in-market testing. Analyze market research and test market data for critical insights and opportunities. Strong track record of innovation, strategic leadership, and results. Disciplined self-starter with broad range of talents including leadership, finance, sales, marketing, human resources, and management. Outstanding strategic and critical thinking skills. Skillful leader with a talent for communication and relationship building. 	<ul style="list-style-type: none"> EW MBA 222 Financial Information Analysis EW MBA 251 Human Resource Management EW MBA 252 Negotiations EW MBA 262 Brand Management and Strategy EW MBA 266A Sales Force Management EW MBA 277 Deals EW MBA 295A Entrepreneurship EW MBA 295B Venture Capital and Private Equity EW MBA 295F Customer Development in High Tech Enterprise EW MBA 295G Entrepreneurial Investing in High Tech Turnarounds EW MBA 295I Entrepreneurship Workshop for Start-ups EW MBA 295T New Venture Finance EW MBA 296 New Business Development from a Corporate Perspective 	<ul style="list-style-type: none"> Joining the Haas Entrepreneur's Association Joining the Berkeley Solutions Group Participating in the Lester Center's Best Practices Series Participating in the Berkeley Business Plan Competition and/or the Global Social Venture Competition 	<ul style="list-style-type: none"> Meet with an advisor Identify transferable skills Focus resume Join organizations Find student projects Talk to Haas Alumni Attend appropriate workshops, i.e., Transitioning from an Engineer to Technology Career Decision Making Cultivate the right mentors Expand your network to include colleagues, school acquaintances, community contacts, other professionals <p>Resources: Entrepreneur's Resource Center: http://edwardlowe.org/index.peer?page=CNTcontent www.bcentral.com www.entreworld.org www.hbwm.com Home Based Businesses For Women www.sbaonline.sba.gov www.score.org Score www.sologig.com SoloGig http://www.yeo.org Young Entrepreneurs Organization (YEO):</p>

Operations				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Operations managers determine where an organization should be based and implement its employment policies, accounting practices, distribution channels, what its facilities will look like, and which vendors to use. Accountants and controllers watch the books. Administrators and managers supervise line employees. Sales reps and customer service agents ensure clients get what they've paid for. If a problem exists, operations personnel will be the first to hear about it.</p>	<ul style="list-style-type: none"> • Planning and organizing multiple tasks to meet objectives and deadlines. • Manage and support the marketing function and special initiatives to promote conservation and new sales opportunities. • Effectively receives, interprets, and disseminates information. • Experienced at conflict resolution and organizing, managing, and gaining the involvement of diverse workgroups to accomplish specific projects and goals. • Must have knowledge of financial management; ability to navigate change; thorough understanding of policies, products and procedures; ability to network; and ability to be innovative. 	<ul style="list-style-type: none"> • EWMBA 224A Managerial Accounting • EWMBA 231 Corporate Financial Management • EWMBA 240 Risk Management via Optimization & Simulation • EWMBA 246A Service Strategy • EWMBA 248A Supply Chain Management • EWMBA 252 Negotiations • EWMBA 257 Cross Cultural Management • EWMBA 290I Managing Innovation and Change • EWMBA 292T Strategic Corporate Social Responsibility • EWMBA 299 Competitive and Corporate Strategy 	<ul style="list-style-type: none"> • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Volunteer where you can oversee a project, etc. 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Find student projects • Talk to Haas Alumni • Take a lateral move at work for functional experience • Cultivate the right mentors • Differentiate yourself • Accept stretch assignments • Look at job descriptions to understand what skills companies are looking for in a candidate • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility

Finance – Investment Banking				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Investment banking is an umbrella term for a range of activities: underwriting, selling, and trading securities (stocks and bonds); providing financial advisory services, such as mergers and acquisition advice; and managing assets.</p>	<ul style="list-style-type: none"> • Excellent financial and analytical ability including demonstrated knowledge of negotiation strategies, financial modeling, conducting due diligence, SWOT analysis, and valuation techniques and practices (including cash-flow analysis). • Well-developed organizational skills, interpersonal skills, and presentation skills. • Ability to develop and maintain productive client relationships, and respond to shifting priorities on several simultaneous projects. • Willingness to work long hours, as well as personal flexibility and adaptability, in order to meet client requirements. 	<ul style="list-style-type: none"> • EWMBA 211 Game Theory Approaches to Bargaining • EWMBA 218A International Finance • EWMBA 222 Financial Information Analysis • EWMBA 223 Corporate Financial Reporting • EWMBA 224A Managerial Accounting • EWMBA 227B Taxes and Firm Strategy • EWMBA 231 Corporate Financial Management • EWMBA 232 Money Markets and Financial Institutions • EWMBA 233 Investments • EWMBA 236C Global Financial Services • EWMBA 236E Mergers and Acquisitions • EWMBA 236F Behavioral Finance • EWMBA 237 Intro to Financial Modeling • EWMBA 237 Financial Statement Modeling for Finance Careers • EWMBA 237 Risk Management • EWMBA 240 Risk Management via Optimization & Simulation • EWMBA 246A Service Strategy • EWMBA 277 Deals • EWMBA 283 Real Estate Financing • EWMBA 295B Venture Capital and Private Equity 	<ul style="list-style-type: none"> • Joining the Haas Finance Club • Networking with others (students, alumni, guest speakers, etc.) to really understand the industry • Doing a summer internship in investment banking (especially for career changers) 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Join organizations • Find student projects • Talk to Haas Alumni • Career Decision Making • Cultivate the right mentor • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility • Attend community events that focus on this specific industry

Real Estate				
Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>Property managers maintain investment property, overseeing everyday operations, whether it's a commercial, industrial, or residential building. Developers and asset managers invest in and improve land to create a supply of real estate that they anticipate will meet the needs of a population's commercial and residential endeavors.</p>	<ul style="list-style-type: none"> • Analysis, underwriting, and due diligence of prospective land acquisitions. • Manage development of projects from site proposal through construction to start date. • Prepare and evaluate project timelines, proforma P&L, and investment analysis. • Manage the entitlement process from budget approval through start of construction. • Process all entitlements through the appropriate government agencies. • Gain both internal and external agreement through effective verbal and written communication. • Act as the primary point of client contact during project lifecycle. • Strong organizational, visual, creative, and leadership skills. • Ability to work on multiple projects at one time. 	<ul style="list-style-type: none"> • EWMBA 222 Financial Information Analysis • EWMBA 231 Corporate Financial Management • EWMBA 232 Money Markets and Financial Institutions • EWMBA 233 Investments • EWMBA 275 Business Law • EWMBA 277 Deals • EWMBA 280 Real Estate • EWMBA 283 Real Estate Financing • EWMBA 284 Real Estate Investment Analysis 	<ul style="list-style-type: none"> • Joining the Berkeley Real Estate Club • Participating in real estate challenges and competitions • Networking with others (students, alumni, guest speakers, etc.) to really understand the industry 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Join organizations • Find student projects • Talk to Haas Alumni • Career Decision Making • Cultivate the right mentor • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility

Marketing – Technology & Product Management

Career Overview	Competencies	Electives	Recommended Extracurricular Activities	Checklist for Career Changers
<p>The tech marketing and product management industry is fast paced. Products are more complex. As a result, tech companies tend to break the umbrella “marketing” function into two groups “product management” and “marketing/marketing communications”.</p> <p>Product management focuses on getting all the product features and functionality right. They do consumer research and direct the engineers /developers to design the product to meet the consumer’s needs. They do a lot of product testing, project planning, etc.</p> <p>Marketing in a tech company is separate from product development and is more about developing the communications / advertising / promotion and product roll out plans for a new product. Marketing does not have P&L responsibility like it does in a traditional consumer products firm. They are often responsible for providing guidance to the corporate sales force regarding their products (pricing, product options, etc.) who interface directly with the</p>	<ul style="list-style-type: none"> • Brand management • A strong interest/past experience in technology/internet • Passion for technology, and other more tech-focused skills. 	<ul style="list-style-type: none"> • EWMBA 224A Managerial Accounting • EWMBA 246A Service Strategy • EWMBA 248A Supply Chain Management • EWMBA 252 Negotiations • EWMBA 260 Consumer Behavior • EWMBA 261 Marketing Research • EWMBA 262 Brand Management and Strategy • EWMBA 263 Information and Technology Based Marketing • EWMBA 264 High Technology Marketing Management • EWMBA 266 Managing Sales & Distribution Channels • EWMBA 266A Sales Force Management • EWMBA 267 International Marketing • EWMBA 267 Creativity & Innovation in Marketing • EWMBA 269 Pricing • EWMBA 290I Managing Innovation and Change • EWMBA 290T Future of Information Technology • EWMBA 299 Competitive and Corporate Strategy • EWMBA 299M Marketing Strategy 	<ul style="list-style-type: none"> • Joining the Haas Marketing Club • Participating in marketing competitions • Attending Marketing Firm Night • Practicing case interviews 	<ul style="list-style-type: none"> • Meet with an advisor • Identify transferable skills • Focus resume • Find student projects • Talk to Haas Alumni • Attend appropriate workshops, i.e., Transitioning from an Engineer to Technology • Join LinkedIn • Cultivate the right mentors • Expand your network to include colleagues, students, community contacts, other professionals, etc. • Join organizations • Take on a project at your company, like organizing & planning an event – to be seen in a different light and to get visibility • http://www.pdma.org Product Management & Development Association

Useful Courses for Every Career Path	Career Suggestions – Getting Started	
<p>While we advise you of useful courses for specific career paths, we also realize there are courses that are helpful to every EWMBA student. The list below gives you a variety of courses that would be useful, no matter which career you choose. We encourage you to take a few of these courses to give breadth to your MBA studies.</p> <ul style="list-style-type: none"> • EWMBA 211 Game Theory Approaches to Bargaining • EWMBA 217 International Business • EWMBA 224A Managerial Accounting • EWMBA 231 Corporate Financial Management • EWMBA 246A Service Strategy • EWMBA 252 Negotiations • EWMBA 257 Leadership • EWMBA 257 Power & Politics • EWMBA 275 Business Law • EWMBA 290I Managing Innovation and Change • EWMBA 291T Managerial Communications or EWMBA 291T Active Communicating • EWMBA 292T Strategic Corporate Social Responsibility • EWMBA 296 Data Visualization for Discovery & Communication • EWMBA 299 Competitive and Corporate Strategy or EWMBA 299B Global Strategy and Multinational Enterprise 	<p>If you are not sure how to get started – take the assessments in CareerNet, and meet with an advisor.</p> <p>Start by identifying your greatest job related skills To further aid you in this quest, write down a specific area of interest, a specific job, or industry</p> <p>Select a career direction or specific job objective (If you are undecided, you need to gather more information)</p> <p>Use resources such as:</p> <p>www.rileyguide.com/prepare.html is the portal best for those trying to choose a career.</p> <p>Wetfeet.com Since 1994, job seekers have trusted WetFeet to help them research careers, search for jobs, write better resumes and prepare for interviews.</p> <p>Vault.com <i>Fortune</i> recently called Vault "The best place on the Web to prepare for a job search." Job seekers and professionals have discovered that Vault is the Internet's ultimate destination for insider company information, advice, and career management services</p> <p>Target your resume and cover letter. Use the T format to write your letter to determine what the company is looking for. The first column would contain key phrases from the job description, and in the second column, you identify what accomplishment you have done that matches what they are looking for.</p>	<p>To get started write down:</p> <ul style="list-style-type: none"> - a 1-2 line summary of your career to date - 3 of your most highly developed skills - An accomplishment you are most proud of - Briefly describe where you see yourself in 5 years