



# Fall 2019 Elective Schedule

*(this webinar will be recorded)*

Mark Gorenflo, Director of Academics  
Evening & Weekend MBA Program

# RE | LAUNCH

**Class of 2021**

**Save the Date!**

August 10 – 11, 2019  
at Haas

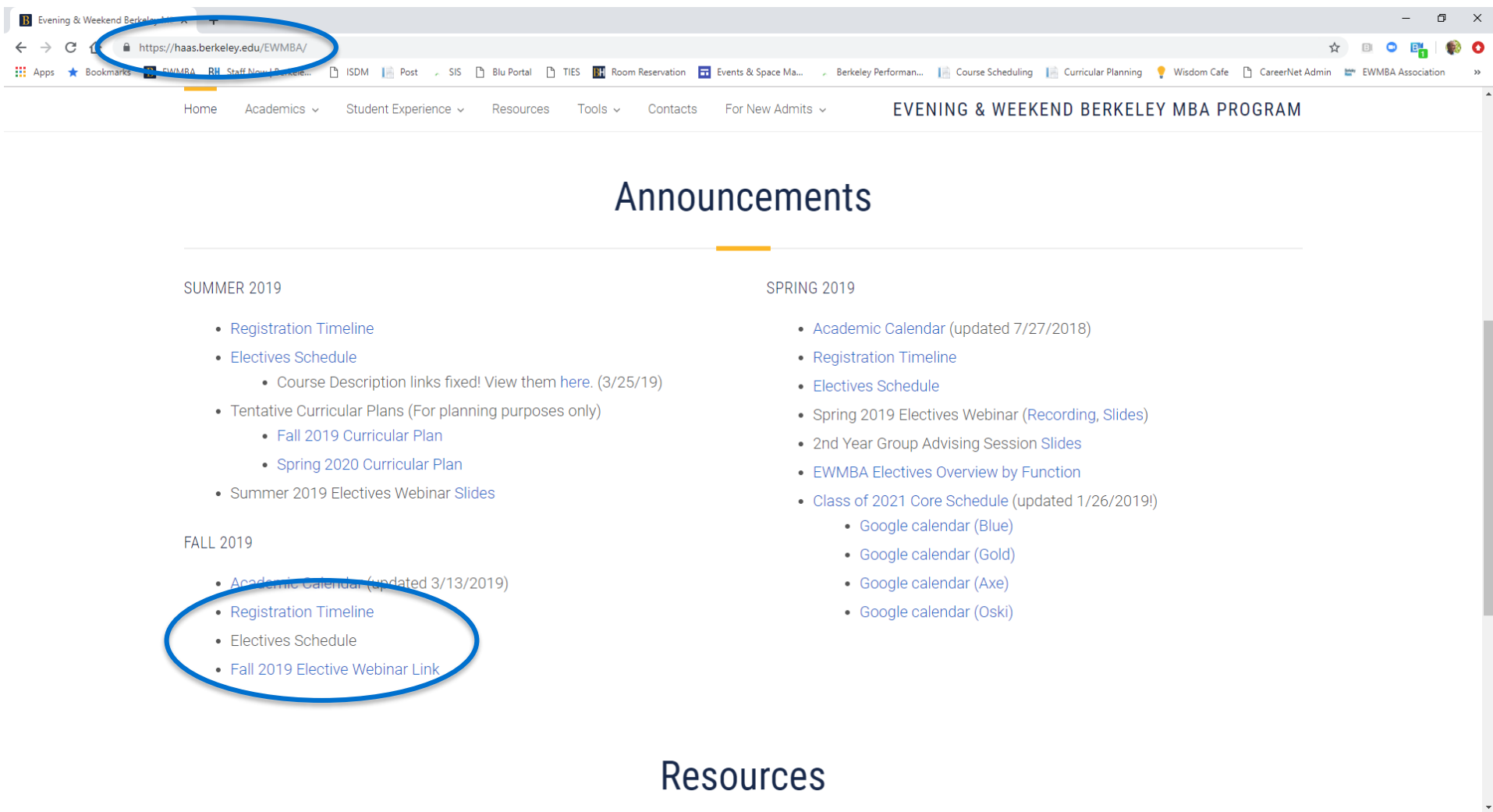
# Fall 2019 Schedule

- How to Read the Schedule
- Choosing Electives
- Other Considerations
- Important Dates
- Questions

# HOW TO READ THE ELECTIVE SCHEDULE



# Where to Find the Schedule



Evening & Weekend Berkeley MBA Program

https://haas.berkeley.edu/EWMBA/

Home Academics Student Experience Resources Tools Contacts For New Admits EVENING & WEEKEND BERKELEY MBA PROGRAM

## Announcements

### SUMMER 2019

- [Registration Timeline](#)
- [Electives Schedule](#)
  - Course Description links fixed! View them [here](#). (3/25/19)
- Tentative Curricular Plans (For planning purposes only)
  - [Fall 2019 Curricular Plan](#)
  - [Spring 2020 Curricular Plan](#)
- Summer 2019 Electives Webinar [Slides](#)

### FALL 2019

- [Academic Calendar](#) (updated 3/13/2019)
- [Registration Timeline](#)
- [Electives Schedule](#)
- [Fall 2019 Elective Webinar Link](#)

### SPRING 2019

- [Academic Calendar](#) (updated 7/27/2018)
- [Registration Timeline](#)
- [Electives Schedule](#)
- Spring 2019 Electives Webinar ([Recording](#), [Slides](#))
- 2nd Year Group Advising Session [Slides](#)
- [EWMBA Electives Overview by Function](#)
- [Class of 2021 Core Schedule](#) (updated 1/26/2019!)
  - [Google calendar \(Blue\)](#)
  - [Google calendar \(Gold\)](#)
  - [Google calendar \(Axe\)](#)
  - [Google calendar \(Osaki\)](#)

## Resources

# Evening and Saturday Electives

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**\*TENTATIVE\***  
**FALL 2019 ELECTIVE SCHEDULE**

Evening classes meet 6:00-9:30PM (Mandatory break ~ 7:30-8:15PM)  
3 unit courses: 15 weeks; 2 unit courses: 10 weeks → always check the Course Description for class dates  
Please review the Course Description, Syllabus, and Academic Calendar for exact dates.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
EVENING	EW218A.1 (3 units) * International Finance Lyons, N300 (EW218A.1 course description)	EW254.1B (3 units) @ !!! Power and Politics (ONLINE) Anderson, 6:00PM - 7:30PM (EW254.1 course description)	EW254.1 (3 units) @ Power and Politics Srivastava, N300 (EW254.1 course description)	EW236I.1 (2 units) * !!! Fixed Income Swamy, C320 (EW236I.1 course description)
	EW236L.1 (2 units) * !!! Private Equity/Leveraged Buyout Goodson, Snyder, N170 (EW236L.1 course description)	EW255.1 (2 units) @ !!! Leadership Chatman, N300 (EW255.1 course description)	EW261.1 (3 units) @ Marketing Research Hsu, C320 (EW261.1 course description)	EW262.1 (3 units) @ Strategic Brand Management Hopelain, N170 (EW262.1 course description)
	EW252.1 (3 units) @ Negotiations Schroth, C220 (EW252.1 course description)	EW291D.1 (2 units) * !!! Data Visualization Hill, TBD (EW292T.2 course description)	EW277.2 (2 units) !!! Tech and the City Turner, N270 (EW277.2 course description)	EW295A.1 (3 units) * @ Entrepreneurship Beyer, N270 (EW295A.1 course description)
	EW282.1 (3 units) * Real Estate Development Williams, N570 (EW282.1 course description)	EW292T.2 (2 units) * !!! Social Lean Launchpad Calderon, Sze, TBD (EW292T.4 course description)	EW283.1 (3 units) * Real Estate Finance and Securitization Vergara-Alert, C330 (EW283.1 course description)	EW283.3 (3 units) *** Program Evaluation (ONLINE) Weare, 6PM - 8PM (EW283.3 course description)
	EW290T.4 (3 units) * Corporate Launch Pad Pearce, TBD (EW290T.4 course description)	EW293.2 (3 units) *** Benefit-Cost Analysis (ONLINE) Acland, 5PM - 7PM (EW293.2 course description)	EW295B.1 (3 units) * Venture Capital/Private Equity Foote, Opdendyk, Boukounis N570 (EW295B.1 course description)	
		EW296.9 (2 units) !!! An Introduction to Code Wadcan, N170 (EW296M.1 course description)		
		EW299M.1 (3 units) Marketing Strategy Pearce, C110 (EW299M.1 course description)		
	SATURDAY AM (10AM-1PM)	SATURDAY PM (2PM-5PM)		
SATURDAY	EW231.11 (3 units) @ Corporate Finance Mertens, N170 (EW231.11 course description)	EW295T.11 (2 units) !!! Opportunity Recognition Isaacs, C220 (EW295T.11 course description)	EW252.11 (3 units) @ Negotiations Dayonot, C125 (EW252.11 course description)	EW290T.11 (2 units) !!! Design Your Life Kovats, C320 (EW290T.11 Course Description)
	EW236E.11 (2 Units) @ !!! Mergers and Acquisitions Goodson, Berzhatsky, C210 (EW236E.11 course description)	EW296.11 (2 units) !!! Corporate Level Strategy Simpson, C320 (EW296.11 course description)	EW269.11 (3 units) @ Pricing Azhar, C210 (EW269.11 course description)	EW292N.12 (2 units) Equitable & Inclusive Leadership Cohen, C110 (EW292N.12 Course Description)

## Color Code

Accounting/Finance Electives

Leadership/Management Electives

Marketing Electives

Strategy/Entrepreneurship/Innovation Electives

Sector Specific Electives

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# Sunday/Non Standard Electives

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**\*TENTATIVE\***  
**FALL 2019 ELECTIVE SCHEDULE**

The courses below are Sunday elective courses. Attendance at all 1 unit course sessions is MANDATORY. Note: you can only count a maximum of four 1 unit elective courses towards your degree requirement of 42 units.

SUNDAY	COURSE NUMBER	TITLE	PROFESSOR	DATE/TIME	LOCATION
	EW212.11* (3 units)	Energy & Environmental Markets (EW212.11 course description)	Borenstein	9/15, 10/6, 10/27, 11/17 9:30AM - 4:30PM	TBD
	EW236G.10B (1 unit)	Designing Financial Models that Work (EW236G.10A course description)	Herbert-Creek	11/3, 11/17, 12/1, 12/8 9AM - 1PM	N270
	EW236G.11B (1 unit)	Designing Financial Models that Work (EW236G.11A course description)	Herbert-Creek	11/3, 11/17, 12/1, 12/8 2PM - 6PM	N270
	EW247.11* (1 unit)	Descriptive and Predictive Data Mining (EW247.11 course description)	Shogan	9/22, 10/6, Take Home Exam: 10/20 9AM - 5PM	N300
	EW277.11 (1 unit)	Political Risk of Investing (EW277.11 course description)	Rosenberg	9/8, 9/15 9AM - 5PM	TBD
	EW290P.11* (1 unit)	Project Management Case Studies (EW290P.11 course description)	Romero-Hernandez	11/3, 11/17 9AM - 5PM	N470
	EW291C.11 (1 unit)	Active Communicating (EW291C.11 course description)	Charnsupharindr	9/15, 9/29 9AM - 6PM	C420
	EW291T.11 (2 units)	Advanced Leadership Communication (EW291T.11 course description)	Rittenberg, Houlihan, Charnsupharindr	9/8, 9/22, 10/6, 10/23 9AM - 5PM	C420
	EW291T.12 (1 unit)	Leader as Coach (EW291T.12 course description)	Rittenberg, Houlihan	11/3, 12/1 9AM - 5PM	C420
	EW292B.11* (1 unit)	Nonprofit Boards (EW292B.11 course description)	Heinrich	11/3, 12/1 9AM - 5PM	N170
	EW292N.11* (1 unit)	Social Impact Marketing (EW292N.11 course description)	Buechert	9/29, 10/13 9AM - 5PM	C325
	EW292T.11* (1 unit)	Business & Natural Resources - Sustainable Use of Ecosystems. (EW292T.11 course description)	Romero-Hernandez	10/27, 11/10 9AM - 5PM	N470
	EW295T.13 (1 unit)	Building a Consumer Internet Business (EW295T.13 course description)	Fuloria	9/8, 9/22 9AM - 5PM	TBD
	EW296.11* (1 unit)	Life Sciences Marketing (EW296.11 course description)	Ford	10/27, 11/17 9AM - 5PM	TBD
	EW296.12* (1 unit)	Building Trust Based Relationships (EW296.12 course description)	Ball, Caleshu	10/20, 10/27 9AM - 5PM	N500

The courses below do not follow the standard Evening time frames or Weekend schedule. Please note special times and dates.

OFF-SCHEDULE	COURSE NUMBER	TITLE	PROFESSOR	DATE/TIME	LOCATION
	EW212A.1 (3 units)*	Cleantech to Market (EW212A.1 course description)	Alexander, Steel, Shelander	Tue & Thurs, 11AM - 12:30PM	N300
	EW257.2B (2 units)*	Extreme Leadership (EW257.2B course description)	Chatman, Even-Tov	Wednesdays, 4PM - 6PM	N470
	EW293.1 (3 units)**	Organizational Behavior and Management in Health Care (EW293.1 course description)	Rodriguez	ONLINE	ONLINE
	EW295T.1 (2 units)*	Bay Area Innovation and Entrepreneurship (EW295T.1 course description)	Beckman, Charron	GNAM GNW Block Week Course Oct 14 - 18 9AM - 5PM	N340/344

## Color Code

Accounting/Finance Electives

Leadership/Management Electives

Marketing Electives

Strategy/Entrepreneurship/Innovation Electives

Sector Specific Electives

BerkeleyHaas

# Elective Schedule Layout

- Evening Courses: Monday-Thursday; 6-9:30PM; 2 or 3 units
  - Includes synchronous Online Electives
- Saturday Courses: Mornings 10AM-1PM or Afternoon 2PM-5PM; 2 or 3 units
- Sunday Electives – 1, 2, and 3 unit offerings
  - Most 1 unit: over 2 Sundays (mandatory attendance)
  - Designing Financial Models That Work = 4 Sundays
  - Advanced Leadership Communications (2 units) = 4 Sundays
  - Energy & Environmental Markets (3 units) = 4 Sundays
- Off-Schedule Courses: unique schedules
- Color-coded by topic area
- Prime Electives noted by (P)
- Dual listed courses noted by asterisk (\*)



# Evening & Saturday Course Details

Details	Example
Course Number (Units)	EW295A.1 (3 units)* (P)
Working Title	Entrepreneurship
Instructor, Room	Beyer, N270
Course Description Link	( <i>EW295A.1 course description</i> )

- \* Dual-listed with Full-time MBA
- \*\* Master of Public Health Course (School of Public Health)
- \*\*\* Master of Public Affairs Courses (Goldman School of Public Policy)
- (P) = Prime Elective
- Course capacities will be listed in OLR (do **not** refer to the online course scheduler for rooms/capacities)

# Length of Courses

- 3 units – 15 weeks
- 2 units – Check Course Description
- Sunday Electives – dates on Schedule
  - 1 unit – 2 Sundays; all sessions mandatory
  - 2 units – 4 Sundays
  - 3 units – 4 Sundays
  - Dates also in Course Description
- Online Electives – Check Course Description

# CHOOSING ELECTIVES



# Choosing Electives

- Prime Electives
- Fall 19 Highlighted Electives
- Elective Resources

# Prime Electives

- Fundamental Business Knowledge in Key Topic Areas
  - Marketing
  - Accounting/Finance
  - Leadership/Management
  - Strategy/Entrepreneurship/Innovation
- Appropriate for all career trajectories
- Enable students to more effectively plan based on their career interests

# Prime Electives: 2019 - 2020

Marketing	Finance & Accounting	Leadership & Management	Strategy & Entrepreneurship
<ul style="list-style-type: none"><li>• Marketing Research</li><li>• Strategic Brand Management</li><li>• Pricing</li></ul>	<ul style="list-style-type: none"><li>• Corporate Finance</li><li>• Asset Management</li><li>• Financial Information Analysis</li><li>• Mergers &amp; Acquisitions</li></ul>	<ul style="list-style-type: none"><li>• Negotiations</li><li>• Power and Politics</li><li>• Leadership</li></ul>	<ul style="list-style-type: none"><li>• Game Theory</li><li>• Entrepreneurship</li></ul>

# Highlighted Electives - Saturday

## New electives

- EW290T.11 – Design Your Life
- EW292N.12 – Equitable & Inclusive Leadership

## Schedule or Instructor changes

- EW231.11 – Corporate Finance
- EW269.11 – Pricing

# Highlighted Electives - Saturday

## **Design Your Life (New to EWMBA)**

- Elizabeth Kovats is bringing this elective to the EW Saturday program
- Design Your Life offers students an opportunity to learn how to apply the design framework to personal and/or professional questions/pursuits. This course provides an opportunity to think – and practice – through not only what kind of leader you aspire to be, though more importantly, what kind of person you hope to become.
- DYL includes seminar-style discussions, role-playing, in-class activities, short writing assignments and small group discussions.
- Some coursework is traditional – reading and writing, and other coursework is emblematic of the design process, such as a design sprint

## **Equitable & Inclusive Leadership (New to EWMBA)**

- Dr. Jennifer Cohen is bringing this elective to the EW Saturday program from the EMBA elective program.
- Dr. Cohen comes to this topic from her background as a research scientist with a Ph.D in Biochemistry
- Equitable and inclusive leadership competency is essential to being a successful leader in the 21st century. The goal of this course is to familiarize students with the data-driven benefits of diversity, equity and inclusion (DEI), and to provide students with language, concepts, insights, and tools to use best practices in order to harness the competitive advantage embedded within diverse teams.
- This two-unit course will empower students to become more effective leaders by strengthening their skills, knowledge and ability to increase DEI within their industry. The pedagogy in the course includes a blended approach that combines lectures, discussions, case studies, guest speakers, and the development of a strategy for increasing DEI at Haas School of Business or the student's current company.

## **Corporate Finance**

- Thomas Mertens' Corporate Finance Class isn't new to Haas or to Saturdays but we were able to move the Saturday course from the Spring to the Fall, providing more Finance electives to choose from in the Fall.
- Corporate Finance is one of the Finance Group's "gateway electives" that they recommend students take before they take other related Finance electives. Moving this elective to the Fall allows Class of 2021 students to take it before they take other Finance electives.
- Also, Panos Patatoukas, who teaches Financial Information Analysis in the Spring, recommends that students who want to take his course in the Spring should take Corporate Finance in the Fall.

## **Pricing**

- Pricing class isn't new to Haas or to Saturday. But we will be welcoming back Wasim Azhar as a Pricing instructor
- Again this year, this is the only time this class will be offered in Academic Year 2019-2020.
- So, if Pricing is important to your academic or professional goals, this Fall's Saturday class is your only opportunity to take this course.



# Highlighted Electives - Evening

## New Courses

- EW218A.1 – International Finance
- EW257.2B – Extreme Leadership
- EW291D.1 – Data Visualization

## Instructor Changes

- EW255.1 – Leadership
- EW283.1 – RE Finance & Securitization
- EW299M.1 – Marketing Strategy

## 1<sup>st</sup> Class Attendance Requirement

- EW295B.1 – Venture Capital/Private Equity

# Highlighted Electives - Evening

## New Courses

### International Finance

- Professor Rich Lyons is back in the classroom, reprising his International Finance elective he taught before his tenure as Dean
- One-third of the course delivers skills for careers in international asset management: global asset allocation, international asset classes, managing portfolio exchange rate risk, and other key topics.
- One third of the class delivers skills for international corporate finance for careers as a CFO or international banker: managing global operating exposures, critical topics in international accounting, using currency swaps to manage exchange-rate risk, and other key topics.
- One third of the course is material that anyone aspiring to do international business of any kind needs to know: How floating exchange rates are determined, international financial parity conditions, currency-related financial instruments (including cryptocurrencies, stable-coins, and tokenized assets), and other key topics.

### Extreme Leadership

- Professors Jenny Chatman and Omri Even-Tov are offering this unique leadership class again this fall.
- The course combines classroom instruction in the Fall B timeframe with a wilderness trek in January 2020.
- This year there are 3 trek destinations: Backpacking in Patagonia; backpacking in Joshua Tree; and mountaineering in the Andes
- This year's class will be open to students from all 3 Haas MBA programs and enrollment will be by application using a Google Form.
- Since the trek travel dates conflict with WE Innovate, this elective will only be open to EW students from the Class of 2020.

### Data Visualization

- Kevin Hill has built on his 1 unit Presentation Design for Analytical Communication to create this 2 unit Data Visualization elective
- The ultimate value of data is to help leaders make better decisions, which calls for being able to quickly and unambiguously extract the key insights hidden in data.
  - Data visualization techniques and tools enable us to summarize data details and patterns into graphically- expressed representations, which lend themselves to actionable conclusions.
  - The way we present data this to stakeholders may be the difference between a well-informed or very misguided decision.
- This course covers the concepts involved in visualizing data for decision makers, including visualization techniques, data structure, color theory, dashboarding tools, presentation structure, as well as audience roles and learning styles.

# Highlighted Electives - Evening

## Instructor Changes

### Leadership

- This Prime Elective isn't new to the EW Program but we will be welcoming back Professor Jenny Chatman to teach the course this Fall. Professor Chatman is the Paul J. Cortese Distinguished Professor of Management and a World-renowned researcher, teacher & consultant on leveraging organizational culture for firm performance and leading high-performance teams
- Her version of this Prime elective includes four components designed to cultivate your leadership capabilities:
  - **Assessment feedback** detailing your leadership skills and related competencies to increase self-awareness. We use cutting-edge 360 degree assessments of you as a leader and the culture and strategic clarity you create for others.
  - **Interaction with prominent leaders** to gain a perspective on how they think about complex organizational challenges. This semester, we are thrilled to be welcoming three prominent leaders to our classroom. Our visiting leaders schedule is currently being finalized.
  - **In-class experiential exercises** that will identify effective behavioral approaches to leading others and help you gauge your opportunities for improvement.
  - **Focused teamwork** analyzing a leader's successes and challenges in real time

### Real Estate Finance and Securitization

- Carles Vergara-Alert, an Associate Professor IESE Business School in Barcelona, is a Visiting Professor this Fall at Haas and will teach the Real Estate Finance and Securitization Course
- Carles is no stranger to Haas.
  - He earned his PhD in Business Administration (Finance and Real Estate) from the University of California, Berkeley, Haas School of Business.
  - He holds a Master of Financial Engineering (MFE) from the University of California, Berkeley.
  - He has also earned a B.A. and an M.S. in Civil Engineering from the Universitat Politècnica de Catalunya.
  - He has worked at Allianz Hedge Fund Partners, Allianz Group, the Center for Transport Innovation, and the European Investment Bank. He has consulting experience in the finance, real estate, engineering, pharmaceutical, retail, and public sectors.

### Marketing Strategy

- Bill Pearce, Haas' Chief Marketing Officer and a Continuing Professional Faculty member, will take over teaching Marketing Strategy in Fall 2019.
- Bill served as CMO for Taco Bell and Del Monte Foods and Executive Chairman of RichRelevance a leading SaaS provider in the Digital Marketing area. Bill is also the lead Director at Ooma (NYSE).
- Marketing Strategy is cross-functional in its focus, attempting, where appropriate, to integrate marketing, financial, leadership, and operational strategy issues. The course is designed to be essential for students interested in careers in general management, in strategic management consulting, in marketing or brand management, in technology markets, or in mergers & acquisitions, and has broad applications to a range of careers and industries.

## 1st Class Attendance Requirement

### Venture Capital/Private Equity

- Following past practice the instructors of the very popular Venture Capital/Private Equity course will enforce a **very strict** automatic drop policy: if you don't attend the first class session **in person** you will be dropped from the course.
- This also means that – if you are on the waitlist – you will need to attend the first class to be elevated from the waitlist into the course.

# Highlighted Electives - Sunday

- EW212.11 – Energy & Environmental Markets
- EW277.11 – Political Risk of Investing
- EW292N.11 – Social Impact Marketing

# Highlighted Electives - Sunday

## Energy & Environmental Markets

- This is a new version of Professor Borenstein's long standing 3 unit elective in Energy & Environmental Markets
- It's new in several ways
  - First – it's a hybrid offering. Professor Borenstein has recorded all of his lectures which will be available online, along with other online material and exercises. The 4 all day Sunday sessions will focus on activities best done in person, such as case studies, group work, and in class exercises
  - Second – this is our first 3 unit Sunday offering in the collective memory of the Program Office
  - Third – the course will be dual listed with the FT MBA program and also open to students from the EMBA Program. So it's a great opportunity to work with students in all of the Haas MBA programs

## Political Risk of Investing

- We're excited to offer this course at the intersection of business and politics.
- Mark Rosenberg is a UC Berkeley-educated political economist specializing in geopolitical risk analysis and the co-founder and CEO of GeoQuant, a technology company fusing political science and computer science to transform political/country risk analysis. He teaches political risk analysis at Columbia-SIPA and Berkeley Haas School of Business, and publishes and speaks internationally on geopolitical risk.
- As the impact of politics on markets and business has become clearer to investors, so has the dearth of systematic tools for evaluating and managing political risk. This course fills this gap by providing business students and professionals with a solid, highly accessible foundation for identifying and analyzing political risks, and teaching critical methods for navigating these risks in a range of markets and sectors.
- The course will explore the economic impacts of geopolitics—including issues of war, peace, and international trade--along with the country and sector-specific risks driven by politics at the national/sub-national level.
- Specific topics include elections and political transitions, social unrest, the politics of economic and investment policies, state capitalism, as well as the economic consequences of a shifting global political order. It will establish distinctions between political risks in developed and emerging markets, and highlight best practices for making practical forecasts of a country's or sector's risk outlook.

## Social Impact Marketing

- While not new, I wanted to highlight three reasons the instructor, Courtney Buechert, recommends taking this elective:
- **It's happening right now:** There is a growing use of social impact strategies in consumer marketing today – for-profit companies leaning into social issues for their business marketing and not-for-profit organizations having access to media channels and audiences that used to be out-of-reach. This convergence requires business leaders to understand the opportunities and dangers of this practice - navigating cultural, organizational and competitive tensions.
- **Insights from the inside:** As a working professional, the cases you will discuss are active and dynamic in the marketplace today. You will have access to information from peers and competitors regarding these cases, helping deepen your analyses.
- **Guest speakers from the front lines of Social Impact:** Courtney has several confirmed guest speakers who will share their experiences and answer your questions.
  - **Matt Rivitz**, founder of controversial media watchdog **Sleeping Giants**
  - **Geoff Edwards**, co-founder of racial justice organization **Saturday Morning**
  - **Cecelia Wogan-Silva**, Chief Video Evangelist & Purpose-Driven Strategist at **Google**
- This class is designed to stimulate thinking and discussion. As such, much of your engagement will be centered on written "discussion" threads in bCourses and in-class participation. You will have one final written assignment asking that you analyze a company/brand/program of your choosing to assess the strengths and weakness as you see them and to provide recommendations on how you might modify the marketing for greater success.

# Highlighted Electives – Block Week

- Haas' Global Network Week Offering
  - EW295T.1 Bay Area Innovation and Entrepreneurship
- This will allow Haas Class of 2020 EW students to participate in the October 2019 Global Network Week at GNAM Schools around the world
- The GNAM GNW will also be open to students in the Full Time and Executive MBA Programs

# Highlighted Electives - Online

## Synchronous

- EW254.1B – Power & Politics
- EW293.2 – Benefit-Cost Analysis
- EW293.3 – Program Evaluation
- GNAM Small Network Online Courses

## Asynchronous

- EW293.1 – Organizational Behavior and Management in Health Care

# Highlighted Electives - Online

**Synchronous courses** – this means that there are weekly live sessions that you must join virtually to participate in.

## **Power & Politics**

- Cameron Anderson will offer again in the Fall his online course that he is teaching this spring.
- This is a compressed 2 unit version of the Power & Politics course, taught over an 8 week period.
- The course will also include students from the Goldman School of Public Policy and students from Global Network for Advanced Management schools around the world.

As part of our pilot partnership with the Goldman School of Public Policy we will be able to enroll 2 Haas students in each of the following Master of Public Affairs courses being offered this fall

## **Benefit-Cost Analysis**

- Taught by Dan Acland, a behavioral economist whose research focuses on the theory, practice, and political science of behavior change. In addition he is a specialist in benefit-cost analysis.
- Benefit-cost analysis plays an increasing role in public decision making, but how to conduct it, how to communicate the results, and how to make use of BCA reports is largely misunderstood, often in quite profound ways.
- This class provides an overview of the analytical steps of BCA --- enough to give policy makers an understanding of the moving parts of a BCA report --- and an in depth exploration of the methodological, theoretical, and philosophical issues that it is necessary to understand in order to make use of benefit-cost analysis in a useful and responsible way.

## **Program Evaluation**

- Taught by Chris Weare, a Research Associate Professor within the University of Southern California School of Policy, Planning, and Development (SPPD). He received a BA in Government from Harvard University and a MPP and PhD in Public Policy from the University of California, Berkeley. He has been teaching and practicing public policy analysis for over 15 years.
- Program evaluation is the systematic investigation of social programs, regulations, and other policies to determine whether they are achieving their objectives. Under best case scenario, evaluations are used to determine whether programs should be expanded, terminated, amended, or continued. The course will introduce students to the methodological tools used for making valid assessment of programs.
- This is particularly relevant to managers in the governmental, nonprofit, and social impact sectors, for whom standard financial bottom line analyses won't work.

## **GNAM Small Network Online Courses**

- Haas students will be able to apply to GNAM SNOCs. The application process will be run by the GNAM consortium.
- More details to follow

**Asynchronous Course** – these are online courses that don't require participation in online sessions at fixed days/times. You can proceed at your own schedule.

## **Organizational Behavior and Management in Health Care**

- This course is offered as part of our partnership with the Online Master in Public Health Program at the School of Public Health
- A solid understanding of organizational behavior is critical for managing complex demands and arrangements in public health organizations.
- Through exploring the active theories and perspectives in management and organizational theory, you will gain a solid comprehension of a diverse set of frameworks and theories relevant to understanding healthcare delivery and public health organizations.
- A quick note – this course will be designated by a Haas course number to allow to use OLR for Bidding and Add/Drop. Once enrollments are fixed, we will then directly enroll students into the School of Public Health's version of the course in CalCentral. This way, the proper course title will be recorded on your transcript. It will also create a flurry of ledger entries on your CalCentral My Finances page. So don't be surprised when that happens.



# Electives Resources

- [Fall 2019 and Spring 2020 Curricular Plan](#)
- [Course descriptions online](#) – also linked in Elective Schedule
- [Faculty Evaluations](#)
- Consult your [Academic Advisor](#)
- [Recommended Electives by Career Path](#)
- Refer to the student bCourses [Electives Forum](#) (some past syllabi can be found here as well)

# OTHER CONSIDERATIONS



# Electives for Class of 2021

- Taking an elective is optional for the Class of 2021
  - There are 6 units of core in Fall 19
  - No need to take an elective to be eligible for Financial Aid
  - Taking an elective helps students who want to accelerate or load shift from Spring 20 to Fall 19
- The Class of 2021 will participate in all rounds of Bidding and Add/Drop
  - 1000 Bid points; 3 unit limit in Bidding
  - Total number of units, including Core, should not exceed 9
  - Class of 2020 students still have priority
- Class of 2021 should bid for classes they're interested in that ***don't*** conflict with their Core Schedule.
- The Program Office will ***not*** entertain cohort switch requests to accommodate elective preferences

# Courses Not Included in Bidding

- Enrollment by application
  - Cleantech to Market
  - Social Lean Launch Pad
  - Extreme Leadership
- Once accepted into these courses, can't drop them in Add/Drop

# Other Academic Opportunities

- **Taking FTMBA Courses:**
  - On a space-available basis
  - Submit requests during Add/Drop in August
  - Only eligible if there *isn't* an EW section offered in the same semester
- **Taking Non-Haas Courses:**
  - Up to 5 units
  - Registration through CalCentral ([Registrar link](#))
  - Course Materials & Parking not provided
- **Independent Study**
  - 3 unit maximum
- **GNAM Courses**
  - Small Network Online Courses
  - Global Network Week = 15 – 19 October

# IMPORTANT DATES



# Important Dates

- Please refer to the Registration Timeline on the EWMBA website for important dates!
- Bidding via OLR:
  - Round 1: 4/17, 9AM to 4/22, 12 noon
  - Round 2: 4/22, 4PM to 4/24, 12 noon
- Add/Drop via OLR:
  - Round 1: 7/29, 9AM to 8/2, 12 noon

# QUESTIONS

