

BerkeleyHaas

# Spring 2019 Schedule

*(this webinar will be recorded)*

Mark Gorenflo, Director of Academics  
Evening & Weekend MBA Program

# Spring 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

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### Announcements

#### Spring 2019

- [Academic Calendar \(updated 7/27/2018\)](#)
- [Registration Timeline](#)
- [Elective Schedule \(to be released on 10/12/18\)](#)
- [Elective Webinar Link](#)

#### Fall 2018

- [Registration Timeline](#)
- [Elective Schedule \(updated 9/19/2018\)](#)
  - **New Courses:**
    - [EW290T.4: Corporate Launch Pad \(Thursdays, 3 units\)](#)
    - [EW299M.1: Marketing Strategy \(Tuesdays, 3 units\)](#)
    - [PHW224: Organizational Behavior and Management in Health Care™ \(Asynchronous Online, 3 units\) Aug 20-Oct 19](#)
      - \*Due to this course's enrollment schedule in the School of Public Health, enrollment for Haas students is only open during Round 1 of Add/Drop. No drops will be allowed after Round 1.

Tweets by @ewmba\_office

[BN Archives](#)

[Email Archive](#)

# Evening & Saturday Classes

## \*TENTATIVE\* SPRING 2019 ELECTIVES SCHEDULE

3 unit courses: 15 weeks; 2 unit courses: first 10 weeks (unless otherwise noted)  
 Please review the course description, syllabus, and Academic Calendar for exact dates.  
 Color Code: *Online*, *Accounting / Finance*, *Leadership / Mgmt*, *Marketing, Strategy / Entrepreneurship / Innovation*, *Sector Specific*

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
EVENING COURSES	EW231.1 (3 units) ☉ <b>Corporate Finance</b> Malmendier, N470 EW231.1 Course Description	EW236E.1 (2units) ☉ <b>Mergers &amp; Acquisitions</b> Goodson, N470 EW236E.1 Course Description	EW237.1 (3 units)* <b>Fin Tech</b> Parlour, N170 EW237.1 Course Description	EW222.1 (3 units) ☉ <b>Financial Information Analysis</b> Patatoukas, N470 EW222.1 Course Description
	EW236V.1 (3 units)* <b>New Venture Finance</b> Morse, N300 EW236V.1 Course Description	EW237.2 (2 units) ☉* <b>Asset Management</b> Marshall, N300 EW237.2 Course Description	EW273.1 (2 units) <b>Dynamic Capabilities</b> Teece, C320 EW273.1 Course Description	EW224A.1 (2 units)* <b>Managerial Accounting</b> Nezlobin, C330 EW224A.1 Course Description
	EW252.1 (3 units) ☉ <b>Negotiations and Conflict Resolution</b> Schroth, N170 EW252.1 Course Description	EW240.1 (2 units)* <b>Decision Models</b> Papanastasiou, N540 EW240.1 Course Description	EW285.1 (3 units)* <b>Land Development &amp; Investment</b> Falik, 132 Boait EW285.1 Course Description	EW260.1 (3 units)* <b>Consumer Insights</b> Evers, C325 EW260.1 Course Description
	EW290T.2 (1 unit)*!!!! <b>Hands-On Rapid Prototyping</b> McCoy, iLab EW290T.2 Course Description	EWMBAW 254.1 (2 units)*!!!! <b>Power &amp; Politics (ONLINE)</b> Anderson 3/19 - 5/9 (6 - 7:30 PM) EWMBAW 254.1 Course Description	EW290H.1 (3 units)* <b>Haas@Work</b> Kellogg, Rochlin, iLab EW290H.1 Course Description	EW280.1 (3 units)* <b>Real Estate Investment &amp; Market Analysis</b> Couture, N270 EW280.1 Course Description
	EW296.1 (2 units) !!! <b>Corporate Level Strategy</b> Simpson, C320 EW296.1 Course Description	EW263.1 (3 units)* <b>Marketing Analytics</b> Jezorski, N170 EW263.1 Course Description	EW295T.1 (3 units)* <b>The Lean Launchpad</b> Holdstein, Hornthal, Weinstein N570 EW295T.1 Course Description	EW295A.2 (3 units) ☉* <b>Entrepreneurship</b> Beyer, N300 EW295A.2 Course Description
	EW296.2 (2 units)** <b>Blockchain &amp; the Future of Technology, Business &amp; Law</b> La Blanc, N570 EW296.2 Course Description	EWMBWA 290T.3 (2 units)* <b>Strategy for the IT Firm</b> Metzler, C320 EW290T.3 Course Description	PUBAFF W290.2 (3 units) <b>Performance Management (ONLINE)</b> Weare 1/22 - 5/10 (6 - 8:00 PM) PUBAFF W290.2 Course Description	
	PUBAFF W290.1 (3 units) <b>Principles of Cost-Benefit Analysis for Policy Leaders (ONLINE)</b> Acland 1/22 - 5/10 (6 - 7:30 PM) PUBAFF W290.1 Course Description	EW292I.1B (1 unit)*!!!! <b>Socially Responsible Investing</b> Kurtz, N300 EW292I.1B Course Description		
		EW292S.1 (3 units)* <b>Social Sector Solutions</b> Silver, Jansen, iLab EW292S.1 Course Description		
SATURDAY	SATURDAY AM (9AM-12PM)		SATURDAY PM (1PM-4PM)	
	EW222.11 (3 units) ☉ <b>Financial Information Analysis</b> Patatoukas, N300 EW222.11 Course Description	EW280.11 (3 units) <b>Real Estate Investment &amp; Market Analysis</b> Couture, C220 EW280.11 Course Description	EW227B.11 (3 units) <b>Taxes and Firm Strategy</b> Udpa, C220 EW227B.11 Course Description	EW290T.11 (3 units) <b>Managing the New Product Development Process</b> Law, N270 EW290T.11 Course Description
EW231.11 (3 units) ☉ <b>Corporate Finance</b> Mertens, C320 EW231.11 Course Description	EW295A.11 (3 units) ☉ <b>Entrepreneurship</b> Raghavan, C210 EW295A.11 Course Description	EW266.11 (3 units) <b>Sales Force Management &amp; Channel Strategy</b> Azhar, N170 EW266.11 Course Description	EW233.11 (3 units) ☉ <b>Asset Management</b> Olesky, C320 EW233.11 Course Description	

# Sunday & Off Schedule

## \*TENTATIVE\* SPRING 2019 ELECTIVES SCHEDULE

The courses below are Sunday 1 unit courses, typically held over two Sundays. Attendance at all 1 unit course sessions is MANDATORY. Note: you are only allowed to count a maximum of four 1 unit courses (excluding Core) towards your degree requirement of 42 units.

SUNDAY - 1 UNIT COURSES	COURSE NUMBER	TITLE	PROFESSOR	DATE/TIME	LOCATION
	EW212B.11 (1 unit)*	Legal and Regulatory Frameworks for Energy and Infrastructure Project Finance (EW212B Course Description)	Marks	3/3 (9AM - 5PM), 3/10 (9AM - 5PM)	N170
	EW212C.11 (1 unit)	Modeling for Energy and Infrastructure Project Finance (EW212C.11 Course Description)	Kimber	3/10 (9AM - 5PM), 3/17 (9AM - 5PM)	C320
	EW236H.11 (1 unit)	Financial Statement Modeling for Finance Careers (EW236H.11 Course Description)	Herbert-Creek	3/3 (9am -1pm), 3/17 (9am -1pm), 4/7 (9am -1pm), 4/14 (9am-11am only, for an exam which may be taken remotely)	N170
	EW247.11 (1 unit)*	Business and Sustainable Supply Chains (EW247.11 Course Description)	Romero-Hernandez	2/10 (9AM - 5PM), 2/24 (9AM - 5PM)	N270
	EW267.11	The Business of AI (EW267.11 Course Description)	Kutona	2/10 (9AM - 5PM), 2/17 (9AM - 5PM)	TBD
	EW291C.11 (1 unit)	Active Communicating (EW291C.11 Course Description)	Chamsupharind	2/17 (9AM - 6PM), 3/10 (9AM - 6PM)	C420
	EW291L.11 (1 unit)	Improvational Leadership (EW291L.11 Course Description)	Worthington	2/10 (9AM - 5PM), 2/24 (9AM - 5PM)	C420
	EW291T.12 (1 unit)	Audience-Focused Communication (EW291T.12 Course Description)	Leipzig	2/17 (9AM-5PM), 2/24 (9AM-5PM)	Lab
	EW291T.11 (1 unit)*	Leader as Coach (EW291T.11 Course Description)	Houlthan	4/14 (9AM - 6PM), 4/28 (9AM - 6PM)	C420
	EW292B.11 (1 unit)*	Nonprofit Boards (EW292B.11 Course Description)	Jarman	2/10 (9AM - 5PM), 3/3 (9AM - 5PM)	N370
EW292F.11 (1 unit)*	Strategic Financial Management of Nonprofit Organizations (EW292F.11 Course Description)	Copen	2/24 (9:00 AM - 5:00 PM), 3/10 (9:00 AM - 5:00 PM)	C325	
EW292T.11 (1 unit)*	Creating Shared Value (EW292T.11 Course Description)	Kramer	3/3 (9AM - 5PM) 3/17 (9AM - 5PM)	N170	
EW296.11 (1 unit)*	Unlocking Digital Innovation in Healthcare (EW296.11 Course Description)	MacPherson	3/17 (9AM - 5PM), 4/7 (9AM - 5PM)	N300	
EW296.12*	Biotech & Pharma (EW296.12 Course Description)	MacPherson	2/10 (9AM - 5PM), 2/24 (9AM - 5PM)	N270	

The courses below do not follow the standard Monday - Thursday 6:00-9:30PM time frame or Saturday schedule. Please note special times and dates.

OFF-SCHEDULE COURSES	COURSE NUMBER	TITLE	PROFESSOR	DATE/TIME	LOCATION
	EW291T.1 (2 units)	Interpersonal Skills & Embodied Leadership (EW291T.1 Course Description)	Peng	3/15 (1PM - 7PM), 3/16 (9AM - 9:30PM), 3/17 (9:30AM - 7PM)	TBD
	EW292T.4 (1 unit)*	Impact Startup Diaco (EW292T.4 Course Description)	Calleron	Fri 3/8 (4:30 PM - 9:00 PM) Sat 3/9 (9:00 AM - 4:00 PM) Sun 3/10 (12:00 PM - 4:00 PM)	Lab
	EW293.2 (2 units)	The Business of Politics: Washington Campus (EW293.2 Course Description)	Vogel	Fri 11:00** Mon 1/7 - Fri 1/11 Fri 1:25 **	C320/TBD
	EW295C.1 (2 units)	Opportunity Recognition (EW295C.1 Course Description)	Issacs	3/25 - 3/28 (9AM - 5PM)	N170
	EW296.13 (2 units)	Data Science (EW296.13 Course Description)	La Blanc	3/25 - 3/29 (9AM - 5PM)	N270
	EW2985.1 (2 units)	SB: South Africa (EW2985.1 Course Description)	Rosenberg	Sun 2/24**, Sun 3/10 ** Mon 3/24 - Sat 3/30 Sun 4/21**	N500
	EW2985.2 (2 units)	SB: China (EW2985.2 Course Description)	Zand	Sun 3/3**, Sun 3/17 **, Sun 3/24 - Sat 3/30, Sun 4/14**	C325
	EW2985.3 (2 units)	SB: India (EW2985.3 Course Description)	Rau	Sun 3/17**, Sun 3/24 - Sat 3/30, Sun 4/14**	TBD
	EW2985.4 (2 units)	SB: Brazil (EW2985.4 Course Description)	Fulferman	Please check course description for dates	TBD
	PHW223 (3 units)	Strategic Management and the Organization of Health Services (PHW223 Course Description)	Hosaha	3/11 - 5/4	ONLINE

\*Dual-listed with the Full-Time MBA program.

\*\*Please check the pre and post-session times for each course. The links to each course are on the course description for each course.

# Course Details

Details	Example
Course Number (Units)	EW237.2 (2 units)* (P)
Course Title	Asset Management
Instructor, Room	Marshall, N300 Chou
See dates on Course Description	(if non-standard)
Course Description Link	<i>(EW237.2 course description)</i>

- \*Dual-listed with Full-time MBA (by dual-listing, we can offer more electives)
- (P) - Prime Elective Course
- 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 – first 10 weeks, unless noted on course description
- 1 unit – usually 2 Sundays, varies; all sessions mandatory
- Check course descriptions

# CHOOSING ELECTIVES



# Prime Electives

- Fundamental Business Knowledge in Key Subjects
  - Marketing
  - Accounting/Finance
  - Leadership/Management
  - Strategy/Entrepreneurship
- Enable students to more effectively plan based on their career interests
- Foundation of weekend elective offerings

# Prime Electives: 2018-2019

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

- EW227B.11 – Taxes and Firm Strategy
- EW290T.11 – New Product Development
- EW262.11 – Strategic Brand Management

# EW227B.11 – Taxes and Firm Strategy

- Suneel Udpa is bringing this new course to the EWMBA Program
- The broad objective of this course is to provide a framework of how taxes affect business activities – financing, investing, and operating. You will learn to identify and exploit tax-planning opportunities, integrate tax strategy into corporate decision-making and structure various transactions to optimize after-tax cash flows. The aim of this class is not to turn you into tax specialists.
- The class will begin with a quick overview of individual and corporate taxation. You will then develop the framework to use to apply to specific business decisions.
- The course then tackles issues relating to optimal organizational form and corporate formation, distribution and liquidation; mergers & acquisitions, compensation, and multinational tax planning.
- Suneel Udpa, PhD, is Continuing Lecturer and Distinguished Teaching Fellow at the Haas School of Business, University of California, Berkeley.
  - He was awarded the Earl F. Cheit Award for Excellence in Teaching in 2003, 2007, 2010, and 2013; in 2015 Suneel was awarded the Berkeley-Haas Lifetime Achievement Award.
  - Suneel consults extensively in the area of mergers & acquisitions and provides litigation support in cases involving valuation and damage estimation. Suneel received his MS in Business Administration and PhD in Accounting from the John M. Olin School of Business, Washington University in St. Louis.

# EW290T.11 – New Product Development

- We're excited to add the New Product Development course to the EWMBA program. This course dives a bit deeper into the Product Manager's role in the end-to-end development process of a new product or service, culminating into your creation of a first-pass prototype.
- The course is introductory in nature, aimed at those who have not experienced a full product development cycle in the past, or those who have had some experience in product development and now want to add context and tools to supplement their on-the-job learning.
- It is also intended to be a very hands-on experience. Using a project in which students will be granted a limited budget and asked to design and develop a product or service of their choosing, you will be taught processes for collecting customer and user needs data, prioritizing that data, deciding strategic approach, developing a product specification, designing and building product prototypes, and interacting with the customer throughout product development.
- This course aims to facilitate students to form teams for the development of their products or services. Already formed entrepreneurial teams are also encouraged to apply (note for those of you thinking about products or services you would like to develop: you must be willing to share what you are doing on your project with the class, and you must be able to complete a first pass prototype within the 15-week semester).
- Vince Law is the Principal at his product strategy consultancy, as well as a Lecturer and Adjunct Professor in Product Management, with industry expertise in leading product teams, managing million-dollar product portfolios, and launching various products ranging from top-free / top-grossing mobile apps to high-touch education services.
- He has previously been the head of Product Management at General Assembly, overseeing multiple teams of product managers as well as the instructional design and curriculum development process.
- Vince also advises startups at Berkeley SkyDeck, provides product management coaching for independent clients and MBA students at Haas, and delivers product leadership lessons and workshop through Executive Education at UC Berkeley.

# EW262.11 – Strategic Brand Management

- Judy Hopelain's Strategic Brand Management Course isn't new but will be taught in a new schedule format.
- Each class will be taught from 9am to 1pm on Saturdays, allowing the completion of this 3 credit course in 12 rather than 15 weeks.
- This is a pilot program to see how well this schedule option works.

# Highlighted Electives - Evening

- EW254.1 – Online Power & Politics
- PUBAFF W290.1 – Online Principles of Cost-Benefit Analysis
- PUBAFF W290.2 – Online Performance Management

# EW254.1 – Online Power & Politics

- The online version of the popular Power & Politics elective taught by Cameron Anderson, the chair of the Management of Organizations Faculty at Haas.
  - This course is about the art and science of influence in organizations. Many people are ambivalent, if not disdainful, of those who seek to wield power and influence at work. But organizations are fundamentally political entities, and power and influence are key mechanisms by which things get done.
  - For those considering careers in management, it is important to be able to diagnose organizational politics in order to form and implement new strategies. The other side of the coin is that managers are usually on the receiving end of these processes as well. An astute manager knows how to anticipate moves that others will make, how to block or avoid them when they have consequences that are undesirable, and how to help these moves succeed when their consequences are beneficial.
  - After taking this course, you will be able to: (1) diagnose the distribution of power in organizations, (2) identify strategies for building sources of power, (3) develop techniques for influencing others, and (4) understand the role of power in building cooperation and leading change in an organization. These skills will be invaluable to you throughout your career.
- Cameron's primary research interests involve power and status in organizations, teams, and negotiations.
  - He has taught at Kellogg School of Management (Northwestern University) and at the Stern School of Business (New York University).
  - He was voted Professor of the Year by the MBA students at the Stern School and has received the Cheit Outstanding Teaching Award at Haas.

# PUBAFF W290.1 – Online Principles of Cost-Benefit 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.
- Dan Acland is 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.
- Professor Acland teaches two master's level classes in benefit-cost analysis, one focused on practice, the other on principles. In addition he advises master's capstone students and teaches both the graduate and undergraduate courses in microeconomics.

# PUBAFF W290.2 – Online Performance Management

- Performance management comprises a range of managerial techniques and strategies based on the systematic acquisition and use of performance information to affect organizational performance improvement.
- It is closely related to strategic planning, policy analysis and program evaluation. It is distinguished from these forms of organizational analytics in that it strives to incorporate analytics into everyday managerial decision-making.
- This course examines performance management from both
  - a technical perspective, how to design and establish a performance management regime and
  - an organizational/political perspective, what constraints and roadblocks are public managers likely to face when they seek to establish performance management regime.
- From a technical perspective, students will explore
  - the concept and practice of performance management,
  - the goals that should guide managers' decisions,
  - types of performance metrics,
  - analysis and reporting practices,
  - the organizational routines required to promote accountability and performance improvement, and
  - common techniques employed in by Lean Six-Sigma, a popular form of performance management practice.
- The originally scheduled professor had to withdraw as of today. The Goldman School is looking for a replacement instructor. If a professor isn't identified by the time bidding starts on Oct 29, we'll remove this elective from the schedule and from bidding.

# Highlighted Electives - Others

- EW267.11 – The Business of AI
- EW291T.1 – Interpersonal Skills and Embodied Leadership
- EW296.12 – Trends in Biotech and Pharma
- EW298S.3 – SIB India
- PHW223 – Online Strategic Management and the Organization of Health Services

# EW267.11 – The Business of AI

- From self driving cars to humanoid robots, Artificial Intelligence (AI) is here and changing the way we live, work and do business.
- The class is designed to introduce future managers to AI technology and its many business applications. Students will walk away with a foundational understanding of AI and its near and long term applications, explore the myths and realities surrounding the technology, and delve into the legal, social and policy implications of AI.
- Professor Zsolt Katona will be joined by Haas Executive-in-Residence Matthew Stepka, to provide valuable insight into the current AI business landscape.
  - Zsolt Katona is the Cheryl and Christian Valentine Associate Professor of Marketing and has been at Haas since 2008. Zsolt has a Phd in Marketing and Computer Science. His research focuses on the several topics related to business analytics such complex networks, search advertising, network economics, social media and digital marketing.
  - Matthew Stepka Managing Partner of Machina Ventures, an investment firm focused on early stage, artificial intelligence and data science enabled companies. Previously, Matthew was VP, Special Projects at Google, where he led and incubated strategic initiatives, especially mission-driven projects with high social impact.

# EW291T.1 – Interpersonal Skills and Embodied Leadership

- While many can describe what “good leadership” looks like, far fewer understand the actual skills and behaviors that enable us to be effective and influential, as well as connect with the humanity and dignity of ourselves and others. In a spirit of learning and discovery, the instructor and facilitator/coaches will guide you through practice of awareness, skills, and behaviors foundational to leading teams, organizations – and your own life and career progression – from a place of inspiration, empathy, and dignity.
- The cornerstone of this course is *practicing* awareness, skills, and mindsets, both 1:1 and in a small group learning lab called T Group (“Training Group”). Be prepared to proactively share meaningful personal experience and learnings with your classmates during the three-day class. (And in weekly 1:1 Partner Practice for 7 weeks after the three-day intensive as an option for continued development.)
- Experiential learning that arises in-the-moment often involves uncertainty, ambiguity, and discomfort. The course format provides an opportunity to practice and strengthen being more comfortable with discomfort, a core leadership skill that helps build resilience and capacity, critical for being effective in moments of stress and uncertainty amidst the growing complexity of our global context.
- The course is structured as a 3 day intensive kick Off followed by weekly 1:1 skills practice for seven weeks following the 3-day class.
- It is based on the very successful version taught for the last 50 years at the Stanford Graduate School of Business, where it’s the most popular leadership class at the school.
- Having lived, worked, and traveled extensively in Asia, Latin America, and Europe, Erica Peng brings nuanced awareness and skill in navigating leadership, team, and organizational challenges involving language, culture, social identity, and other dimensions of difference.
- Erica has over ten years of experience facilitating and supporting the delivery of interpersonal development courses at Haas School of Business, Stanford Graduate School of Business (GSB), and University of San Francisco Law School

# EW296.12 – Trends in Biotech and Pharma

- This two-day course will kick off with a landscape overview and discussion of the major trends impacting biotech. There will be particular focus on the explosion of novel biomedical offerings reaching the market and the challenges facing all players in bringing them into the health care system so they actually benefit patients in need.
- Genentech will bring a Challenge for the student to tackle. The prompt will center around affordability of a novel drug that Genentech is currently working on. Students will have the opportunity to first hear from experts at Genentech about this new drug and the launch planning to date. They will then form teams and use the window between Day 1 and Day 2 to prepare a thoughtful response to the specific case questions posed. Genentech experts will return on Day 2 to hear the teams present and evaluate/judge the efforts to get to a winner.
- Kimberly MacPherson is a Haas alum (1994) and currently the Executive Director, Health Management - Haas School of Business, overseeing the MBA/MPH program. She is also the Program Director, Health Policy and Management at the School of Public Health and Co-Director for the Berkeley Center for Health Technology (BCHT). She has over 22 years of healthcare experience in operations, management consulting and strategic planning and product development.
- This class is different from last Spring's Commercializing Biotech & Pharma, so if you took last year's class you can take this year's class as well (assuming you won't exceed our limit of 4 1 unit courses).

# EW298S.3 – SIB India

- We're very excited to add a 4<sup>th</sup> SIB this year and even more excited to offer the SIB experience in India.
- For SIB India, the spotlight is on **conducting business in a regulated emerging market**. India has always been a heavily regulated economy with bureaucratic restrictions on investment, employment, and business policy.
- The class will examine a variety of perspectives on doing business in India – regulators and bureaucrats, domestic firms, foreign firms, media, and NGOs. The goal is to develop a broad perspective on the complexity of doing business in a large emerging market.
- SIB India will be lead by Raghu Rau, the Sir Evelyn de Rothschild Professor of Finance at Cambridge Judge Business School. He is a founder and director of the [Cambridge Centre for Alternative Finance \(CCAF\)](#) and a member of the [Cambridge Corporate Governance Network \(CCGN\)](#).
- Professor Rau has taught at a number of universities around the world, including the Institut d'Études Politiques de Paris (Sciences PO), Purdue University, the University of California at Los Angeles and most recently, the University of California at Berkeley.

# PHW223 – Online Strategic Management and the Organization of Health Services

- This asynchronous online course continues our partnership with the Online Master's of Public Health Program at UC Berkeley's School of Public Health.
- The overall purpose of this 3 unit course is to assist you in developing leadership skills involving strategic planning, analysis, and implementation. Emphasis is placed upon the leader's role in simultaneously taking into account a wide variety of internal and external factors to improve organization and system performance in meeting the health needs of individuals and communities. Particular attention is given to the importance of developing and implementing innovative strategies and the process of innovation itself.
- Joe Houska, PhD holds a BA in Political Science from the University of Santa Clara (1968), an MA in International Relations from Yale University (1973), and a Ph.D. in Political Science from Yale University (1979) with a focus on the politics of Western Europe and the application of quantitative research methods to political data.
- As Vice President for Strategic Projects and Consulting with The Permanente Medical Group, Dr. Houska oversaw the medical group's internal consulting capabilities for performance improvement and was responsible for the support of TPMG's Board of Directors. He also provided leadership for selected strategic initiatives in Information Technology, Privacy and Security, and Competitive Analysis. In earlier roles at Kaiser Permanente and Blue Cross of California, he had responsibility for management consulting, strategic and business planning, organizational design, decision support, and market research.

# Electives Not Offered This Spring

- EW212.1 – Energy & Environmental Markets
- EW267.1 – Product Management
- EW236J.1 – Hedge Fund Strategies
- EW257.1 – Work, Wisdom & Happiness
- EW269.1 – Pricing
- EW292A.1 – Strategy & Leadership for Social Impact
- EW211.1 – Game Theory
- EW290T.1 – Technology Innovation
- EW295T.1 – Venture Capital

# Electives Resources

- [Fall 2018 and Spring 2019](#) Elective Curricular Plan
- [Course descriptions online](#)
- [Faculty Evaluations](#)
- Ask other students:
- Refer to the student bCourses [Electives Forum](#) (some past syllabi can be found here as well)
- Consult your [Academic Advisor](#)
- [Recommended Electives by Career Path](#)

# OTHER CONSIDERATIONS



# Courses Not Included in Bidding

- The Lean Launch Pad
- SIBs – All during Spring Break
  - Sign up = Oct 16 – 19; Drop Only = Oct 20 – 22
  - Brazil
  - China
  - India
  - South Africa
- The Business of Politics: Washington Campus
  - Friday Nov 30, 2018 Pre-session
  - DC Week January 7 – 11, 2019. Post Session = January 25, 2019

# Courses You May Not Drop Later

- Haas@Work
- The Lean Launch Pad – Enroll by application
- Social Sector Solutions
- Sunday 1-unit Courses
- The Business of Politics: Washington Campus

# Other Academic Opportunities

- **Taking FTMBA Courses:**
  - On a space-available basis after FTMBA demand met
  - Only eligible if there *isn't* an EW section on offer
  - Submit requests during Add/Drop in January
- **Taking Non-Haas Courses:**
  - Up to 5 units.
  - Must be graduate courses that make sense for an MBA
  - Registration through CalCentral ([Registrar](#) link)
  - Course Materials & Parking not provided
- **Independent Study**
- [GNAM Small Network Online Courses](#)

# Tentative Summer Electives

- Block weeks at Haas (2 units):
  - Negotiations
  - Turnarounds
  - Women's 21<sup>st</sup> Century Leadership (with EMBA)
- GNAM Global Network Week (2 units, with EMBA)
- IBD (3 units): Variety of countries
- Design Sprint in Amsterdam (2 units)
- Game Theory (2 units, with EMBA)

# IMPORTANT DATES



# Important Dates

- Please refer to the [Registration Timeline](#) on the EWMBA website for important dates!
- SIB Sign-ups: 10/16 to 10/19
- Business of Politics Sign-ups: 10/16 to 10/19
- SIB Drop Only Round: 10/20 to 10/22
- Bidding begins: Monday 10/29

# QUESTIONS

