

BerkeleyHaas

Summer 2019 Electives

Evening & Weekend MBA Program

Summer 2019 Schedule

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SCHEDULE AND COURSE INFORMATION



Important Information

- Summer courses are optional
- Limited and unique schedule
- Financial Aid is not offered during Summer Semester; please consult with the Financial Aid team if needed to work out a strategic borrowing plan (finaid@haas.berkeley.edu).

Schedule and Course Information

- 19 electives will be offered this summer (15 in 2018;7 in 2017)
- 6 electives are dual listed with the MBA for Executives (EMBA) program (5 in 2018;2 in 2017)
- New this summer:
 - [Advanced Marketing Strategy](#) (dual listed with EMBA; EMBA block schedule)
 - [Equitable and Inclusive Leadership](#) (dual listed with EMBA; EMBA block schedule)
 - [Turnarounds \(2 sections - both dual listed with EMBA\)](#)
 - Building Supply Chains for a Sustainable Future
 - Innovation Navigation and Management
 - Designing Financial Models That Work (Saturday morning 1 unit class)
 - Financial Statement Modeling (Saturday afternoon 1 unit class)
 - The Science of Productivity and Performance (Sunday 1 unit class)
- Returning Electives:
 - [Game Theory](#) (dual listed with EMBA; EMBA block schedule)
 - [Using Red Teaming to Make Better Decisions](#) (dual listed with EMBA; EMBA block schedule)
 - [Gender, Equity, and Leadership in the 21st Century](#) (dual listed with EMBA)
 - Fintech and Blockchain: Business, Technology, and Law
 - Negotiations and Conflict Resolution
 - Design Sprint for Corporate Innovation
 - Data Science
 - Health Care Finance (Asynchronous Online – in partnership with the School of Public Health)
 - International Business Development (**enrollment by application**)
 - GNAM Global Network Week (**enrollment complete**)
 - The Global Manager in Europe (ESSEC Summer Module – **enrollment complete**)

Course Capsules – EMBA Dual Listed

4 Dual Listed EMBA Block Classes

1. **Game Theory** – with instructors [Shachar Kariv](#) and [Steve Tadelis](#), Game theory is about what happens when decision makers interact. In the past fifty years, game theory has gradually become a standard language in economics. The power of game theory is its generality and (mathematical) precision, and because game theory is rich and crisp, it is applicable to many business situations
2. **Using Red Teaming to Make Better Decisions** – With instructor [Whitney Hischer](#) and her consulting colleagues Bryce Hoffman and retired Army COL Steven Rotkoff. Red Teaming was initially developed by the US military at the advent of the Iraq War to help planning teams systematically and objectively assess their operational plans, including an analysis of assumptions and using techniques that didn't overweight the loudest person at the table or the most senior person in the room. Whitney, Bryce and Steven have adapted these techniques for the business world, where rigorous planning is increasingly necessary for business success.
3. **Advanced Marketing Strategy** – with instructor [Steve Huff](#), this is a new offering featuring strategy topics such as branding, product management, and services management; introductions to quantitative tools such as conjoint analysis, cluster analysis for segmentation, and diffusion models for forecasting; digital marketing topics including digital intelligence, website conversion optimization, web analytics, and search optimization. This course is designed for novice marketers with a survey approach to these marketing topics.
4. **Equitable and Inclusive Leadership** – with [Dr. Jennifer Cohen](#), this is a new offering, reflecting Haas' dedication to expanding its Diversity, Equity, and Inclusion (DEI) academic offerings, to complement our DEI Work Plan. 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.

2 Dual Listed EMBA Intensive Week Classes

1. **Gender, Equity, and Leadership in the 21st Century** – [Laura Kray](#) is reprising this course as Haas' contribution to the GNAM EMBA Global Network Week. The class will include both Haas students as well as GNAM EMBA students. Growing scientific evidence has emerged to understand why women's and men's career paths continue to diverge in the modern workplace in both predictable and surprising ways. This module will examine the state of gender equality, identify the unique approaches that women use to solve problems, and identify the leadership tools women need to achieve their highest potential. Prospective students in the past have wondered if it's just applicable to or useful for women students. *The emphatic answer is no.*
2. **Turnarounds** – with [Peter Goodson](#). There will be two distinct dual listed sections of this course, a first for Turnarounds. A one week course designed to introduce the student to the world of operational and strategic turnarounds of troubled and underperforming businesses. The intent is to focus on the leadership practices that work in fixing flawed enterprises. The scope of distress will range from rescuing businesses in the grasp of a death spiral to breathing fresh air into sound, but underperforming, enterprises in order to create value.

Course Capsules – EW Only (1)

Other Intensive Week Classes

1. **IBD** – with [Arman Zand](#). [International Business Development](#) (IBD), designed specifically for the EWMBA population, provides an international consulting opportunity during the Summer 2019 semester. Under the supervision of select faculty and working in teams, you will determine how to best serve your client's business consulting needs. IBD enables you to take the business principles you learn in the classroom and apply them in an experiential way to solve real-world problems for existing international clients. ***Since this class requires students to draw on knowledge from all of their core courses, this class is not open to the Class of 2021***
2. **Design Sprint for Corporate Innovation** – Taught by [Rajiv Ball](#). The purpose of this course is to provide students with an interactive, highly dynamic and deeply engaging approach to leading innovation. They will learn a structured approach to a business challenge that combines best of breed of design thinking, innovation strategy, and entrepreneurship. The course will take place at THNK School of Creative Leadership in Amsterdam. The class will focus on one client and business issue. Before departure, the students will research the topic and while at THNK, they will connect several times with the client. ***Like IBD, this class is not open to the Class of 2021***
3. **Negotiations and Conflict Resolution** - with [Holly Schroth](#) is a longstanding feature of our Summer Elective Schedule and also a Prime Elective like Game Theory. The objective of this course is to improve negotiation skills and to increase the ability to resolve conflicts with different types of people in a multitude of situations. The course focuses on the practical application of different negotiation strategies and tactics as well as the social psychological principles and theory that help explain why certain tactics are more effective under some circumstances than others. This is a class that we have historically offered every semester (fall, spring & summer) so we suspect it will also be offered again in the Fall and Spring, when it is offered in a 3 unit format. Good to keep in mind when you are planning your overall schedule. Note that the Summer intensive week version of Negotiations = 2 units vs. 3 units in Fall and Spring.
4. **Fintech and Blockchain: Business, Technology, and Law** – with [Greg La Blanc](#). This course will explore the topic of “fintech” with special emphasis on blockchain, cryptocurrencies, and distributed ledger technologies. Topics will include introductions to the technology, including cryptography and smart contracts; finance, including theory of money, credit, exchange, and payments; economics, including consensus protocols; and law, including the law of securities, payments, contracts, and secured transactions.

Course Capsules – EW Only (2)

Other Intensive Week Classes

1. **Innovation Navigation and Management** – with instructor [Angèle Beausoleil](#). This **new** course combines light theory with deep practical understanding of how business innovation really happens. Students will gain knowledge of the evolving customer-centered innovation methods inside corporations, creative agencies and professional services firms. The ultimate goal is to understand how first to navigate, then manage the messy and uncertain process of corporate innovation
2. **Building Supply Chains for a Sustainable Future** – with instructor [Helene York](#). The purpose of this **new** course is to outline what supply chain management actually is; stimulate critical thinking on topics of product, reputational, and moral risks; and provide a framework for students who want to work as, or with, supply chain managers. This course will be useful for students who want to pursue a career in Supply Chain Management, but also Operations, Finance, and Marketing. You will use the lenses of companies in three fields - food, fashion, and furniture - to provide a framework, but will include technology company challenges in our examples. Students can use a technology company example as their major project if they choose.
3. **Data Science** – with [Greg La Blanc](#), rescheduled from Spring Break 2019. The purpose of this course is NOT to make you into a Data Scientist! The purpose of this course is twofold: (1) To teach enough basic quantitative analytics so that you will be able to leverage data scientists and analytics experts to make your strategy better, more robust, more reliable, more profitable, and (2) To help assess and modify a company's data strategy as well as design new business models around data collection and analytics. The proliferation of massive amounts of data can disrupt traditional business models and this course will help you to manage that disruption.

Course Capsules – EW Only (3)

Other Non-Intensive Week Classes

1. **Designing Financial Models That Work** – With [Jenny Herbert Creek](#). A **Saturday morning** elective taught by Jenny Herbert-Creek. The course will focus on creating clear, easy-to-follow financial models for many business situations, including pricing models, start up models, simple valuation models and more. Examples come from industries including retail, real estate, consulting, non-profits and technology. While Excel is not the primary focus of the course, we will also leverage Excel tools to enhance our models, including efficiency tools (keyboard shortcuts), data analysis tools (like pivot tables), sensitivity analysis tools (like data tables) and data visualization features (like pivot charts and conditional formatting).
2. **Financial Statement Modeling** – With [Jenny Herbert Creek](#). A **Saturday afternoon** elective, Financial statement modeling refers to taking historical financial statements for a specific company, projecting those statements two to five years into the future, and using the resulting projections for valuation and insight into the potential for transactions such as a strategic merger, an initial public offering, a leveraged recapitalization, or a leveraged buyout.
3. **The Science of Productivity and Performance** – with instructor [Sahar Yousef](#). This **new Sunday** 1 unit elective (taught on 6/16 and 7/7) This course is an intensive elective for ambitious professionals looking to maximize their personal and professional effectiveness. By synthesizing the latest research findings, we will dive deep into the science of sustainable peak performance and explore its implications for productivity, health, and engagement in the workplace. This course is not just theory. We first quantify your performance baseline to benchmark you against others in your demographic. You will then receive a diagnostic report indicating strengths and areas for improvement. You'll be making a Sustainable High Performance Roadmap (SHPR®) using the insights gained from the pre-program diagnostic, training content, reflection, and direct feedback.
4. **Health Care Finance** –The course is an **asynchronous, online** version of [Kim MacPherson's](#) Health Care Finance course taught as part of the MBA-MPH dual degree program. It's offered in partnership with the School of Public Health. Please note the unusual schedule – July 1 to August 18. Since it's asynchronous, there is ample scope to work at your own speed within the time frame of the class. Also, there are modules which overlap with Core Finance and Core Accounting topics, which you can work through more quickly given your familiarity.

IMPORTANT DATES



Important Dates

- IBD Application: March 11, 9am – April 1, 12 noon
- Round 1: March 18, 9am – March 21, 12 noon
- Round 2: March 21, 4pm – March 23, 12 noon
- IBD Application Results: April 6
 - No drops allowed if application is successful*
- Drops Only: April 29, 9am – May 1, 12 noon
 - No drops allowed after round ends*

Reference the Registration Timeline for ALL important dates and deadlines

HOW TO SIGN-UP IN OLR



How to Sign-up in OLR

- Verify your ability to sign into OLR before March 18
- The Summer 19 OLR process will open on March 18
- Summer Sign Up = Waitlist Process.
 - Prioritizes students based on seniority and then randomized within seniority
 - Top priority for rising 3rd years (includes students extending beyond 3 years)
- Capacities in Dual Listed EMBA Block courses
 - Artificially low to start to meet all EMBA demand
 - As EMBA demand is met, EW capacities will increase between Round 2 and the Drop Only Round

QUESTIONS

