Summer 2021 Electives
This webinar will be recorded

Evening & Weekend MBA Program
Mark Gorenflo, Executive Director EW MBA Program
Summer 2021 Schedule

- Schedule and Course Information
- Important Dates
- How to Sign-Up in OLR
- Questions
SCHEDULE AND COURSE INFORMATION
Summer Electives in Your MBA Plan

- Summer courses are optional
- Limited and unique schedule
- Enrollments finalized before any classes start
- 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).
Electives Planning Resources

• Course descriptions linked on Summer 2021 Elective Schedule
  – Notes prerequisites for the course
  – Describes course deliverables
  – Syllabi from previous semesters will be attached

• Faculty Evaluations (also known as TIES)

• Consult your Academic Advisor

• EW MBA Electives Website
Schedule and Course Information

- 16 electives will be offered this summer (17 in 2020; 19 in 2019; 15 in 2018; 7 in 2017)
- 1 elective dual listed with the EMBA program (4 in 2020; 6 in 2019; 5 in 2018; 2 in 2017)
  - The EMBA Program Schedule has changed – No Summer EMBA electives (besides our GNAM Offering)
  - Planning to dual list a few electives with EMBA in Fall and Spring

- New this summer:
  - Entrepreneurial Strategy
  - Digital Transformation
  - The Future of Work
  - Strategy in Healthcare Organizations – in partnership with the School of Public Health
  - Investment Management – in partnership with the Yale School of Management
  - Entrepreneurial Finance - in partnership with the Yale School of Management

- Returning Electives:
  - Pricing (Tuesday and Thursday evenings)
  - 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)
  - Gender, Equity, and Leadership in the 21st Century (dual listed with EMBA)
  - Innovation Navigation and Management
  - Negotiations and Conflict Resolution
  - Turnarounds
  - Using Red Teaming to Make Better Decisions
  - GNAM Global Network Week
Course Capsules – EMBA Dual Listed

Gender, Equity, and Leadership in the 21st Century – Laura Kray is reprising this course as Haas’ 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.
Other Intensive Week Classes

**Negotiations and Conflict Resolution** - with Holly Schroth is a longstanding feature of our Summer Elective Schedule and also a Prime Elective. 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.

**Turnarounds** – with Peter Goodson. 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. **This is an extremely intensive course with considerable pre-work that begins 6 weeks before the class starts. Given the workload, the EW MBA Program Office recommends that students taking Turnarounds don’t take another Intensive week class the week before or the week after Turnarounds.**

**Using Red Teaming to Make Better Decisions** – With instructor Whitney Hischier and her consulting colleague 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 and Steven have adapted these techniques for the business world, where rigorous planning is increasingly necessary for business success.
Course Capsules – EW Only (2)

Other Intensive Week Classes

**Innovation Navigation and Management** – with instructor Angèle Beausoleil. This 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. *If public health guidance allows, will be taught in Dual mode.*

**Entrepreneurial Strategy** – with instructor Abhishek Nagaraj. This course provides an integrated strategy playbook for early-stage startups. It covers four choices that make up any individual startup play and four playbooks that define generic go-to market strategies for innovative startups. Learning the concepts will transform you from someone with a vague understanding of the “how tos” of startups to a master of strategic playbooks in a startup environment.

**Digital Transformation** – with instructor Greg La Blanc. This class focuses on the managerial and organizational changes that are making possible the transition of every company from product to service, from hardware to software, from single sided company to multisided platform. Topics will include: Data Strategy, Data Architecture, Cloud Strategy, and Platform Strategy, among others. The course will combine lectures with industry leader guest speakers. A final group project will be presented one week after the completion of the class.
Course Capsules – EW Only (3)

Other Non-Intensive Week Classes

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. We will leverage Excel tools to enhance our models, including efficiency tools (keyboard shortcuts), data analysis tools (pivot tables), sensitivity analysis tools (data tables) and data visualization features (pivot charts and conditional formatting).

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.

Pricing – With Wasim Azhar. A Tuesday and Thursday evening elective. The course is primarily intended for managers and consultants who in their careers will be involved in evaluating, formulating, implementing and/or recommending pricing policies, strategies and tactics within the context of integrated business strategies.

The Future of Work – With Greg La Blanc. A Monday evening 1 unit elective For most companies, talent has become the most valuable asset and the pursuit of talent the most pressing issue. This course will explore how employees are no longer considered as inputs but as stakeholders whose needs, preferences, and individuality need to be considered. As a result, HR has gone from being a cost center to being a strategic profit center.

The Science of Productivity and Performance – with Sahar Yousef. A Sunday 1 unit elective. This elective is for ambitious professionals looking to maximize personal and professional effectiveness. 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 quantify your performance baseline to benchmark you against others in your demographic. If public health guidance allows, this course will be taught in Dual mode.
Course Capsules – EW Only (4)

Online Classes – in partnership with the School of Public Health

**Strategy in Healthcare Organizations** – This course is an asynchronous, online course taught by Kipp Webb in partnership with the School of Public Health. Please note the unusual schedule – June 28 to August 15. Since it’s asynchronous, there is ample scope to work at your own speed within the time frame of the class. The course is intended to enable students with the essential skills and techniques to lead strategic change within a healthcare organization at a division, department, or enterprise level. The course description includes an intro video from the instructors and a draft syllabus.

Online Classes – in partnership with the Yale School of Management

**Investment Management** – This 1 unit course, taught by Stefano Giglio, provides a broad overview of quantitative investment management, focusing on the application of finance theory to the issues faced by portfolio managers and investors in general. Topics include asset allocation, asset pricing models such as the capital asset pricing model and arbitrage pricing theory, performance evaluation, and an introduction to the use of derivatives for risk hedging. These tools provide a disciplined way of thinking about investment decisions, while simultaneously framing how we think about the historical performance of markets.

**Entrepreneurial Finance** -- This course, taught by Song Ma, is designed to introduce students to challenges and pitfalls of financing new enterprises. Entrepreneurial financing decisions is a life cycle that begins with identifying opportunities and refining the business plan, moves to marshaling resources to take advantage of these opportunities and executing the business plan, and ends with harvesting the venture’s success. Accordingly, the course is divided into three distinct sections (1) Identifying and Valuing Opportunities, (2) Financing Alternatives and (3) Harvesting Opportunities.
GNAM Global Network Week

- June 14 - 18, 2021
- Classes taught by GNAM Partners
- Chance to network with global business students
- Enrollment by Application
  - Google Form and details will be emailed out by the Program Office
  - Application will open March 15 to April 2
- All courses taught remotely (pay attention to time zones!)
- All courses are 2 units graded on Satisfactory/Unsatisfactory grading scale
Important Dates

- Bidding: March 15 – March 19 (1 round only!)
- Add/Drop: 2 Rounds
  - Round 1: March 19 – March 25
  - Round 2: April 26 – April 30 (after Fall Bidding)
- Drops Only: April 26 – May 1

No drops allowed after Drops Only round ends

Refer to the Registration Timeline for ALL important dates and deadlines
HOW TO SIGN-UP IN OLR
How to Enroll in OLR

• Verify your ability to sign into OLR before March 15
• Reverify if abroad during any registration periods
• The Summer 2021 OLR process will open on March 15
• Bidding
  – Class of 2021/Class of 2022 = 3000 bid points
  – Class of 2023 = 1000 bid points
  – “Popular” Classes. No course filled in Summer 2020 Bidding
• Add/Drop
  – Each waitlist is built when we process the round
  – Class of 2021/2022 have top priority
  – Waitlist rank within a class assigned by random number lottery
QUESTIONS