**INTRODUCTION TO THE MAJOR**

The Haas School of Business B.S. degree in Business Administration develops leaders with the knowledge and technical skills necessary to understand the modern business world, to achieve the highest levels of success in their professional careers, and to prepare for subsequent graduate work. Coursework is fully integrated with UC Berkeley’s liberal arts curriculum, resulting in graduates who draw upon their knowledge of the arts and sciences as well as business in their endeavors.

**Haas Defining Leadership Principles:**
- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

**BUILD YOUR SKILLS**
- Learn critical thinking and practice decision making using the appropriate analytic and quantitative tools.
- Apply concepts and theories from functional areas such as marketing and finance.
- Practice communicating effectively in person and in writing.
- Identify and address ethical issues in management decisions.
- Practice finding innovative solutions to strategic and organizational challenges.

**AMPLIFY YOUR MAJOR**
- **Study Abroad** is integrated into the major. Check out the different options to see which one is right for you.
- Participate in a **case competition** to develop and strengthen skills needed throughout your career.
- Look into the **Sutardja Center’s Certificate in Entrepreneurship and Technology**.
- Explore the Jacobs Institute of Design Innovation’s **certification programs**.

**“We lead by championing bold ideas and taking intelligent risks.”**

— Erika Walker, Assistant Dean

---

**HOW TO USE THIS MAP**

Use this map to help plan and guide your experience at UC Berkeley, including academic, co-curricular, and discovery opportunities. Everyone’s Berkeley experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

**CONNECT WITH US**

**Cal Day**
Come to UC Berkeley’s annual Open House in April for information sessions, campus tours, special talks, and more.

**Business@Berkeley**
Learn about the Business major and our admissions process. Expand your narrative and view the multitude of ways you can get involved with Haas.

**Events**
Attend department events with students, faculty, and staff. Visit haas.berkeley.edu for news and updates.

**ADVISING**

The Haas Undergraduate Program Office is located in room S450 of the Student Services wing at the Haas School of Business.

**Advising Hours:**
- Mondays 9 am - 4 pm
- Tuesdays 9 am - 4 pm
- Wednesdays 10 am - 4 pm
- Thursdays 9 am - 4 pm
- Fridays 9 am - 4 pm

Closed for lunch 12:30 pm - 1:30 pm

Call (510) 642-1421 or visit haas.berkeley.edu/undergrad/student-life-services/advising for more information about advising services.

Visit vcue.berkeley.edu/majormaps for the latest version of this major map.
**BUSINESS ADMINISTRATION**

**Bachelor of Science**

---

### FIRST YEAR

- **Explore your major**
  - Check the Berkeley Academic Guide to learn about prerequisites.
  - Start thinking about a plan of study and discuss it with your advisor.
  - Attend a Business@Berkeley session for admissions information.
  - Get tutoring at the Student Learning Center.

- **Connect and build community**
  - Get matched with a graduate student mentor through Berkeley Connect.
  - Explore a HBSA Sponsored Club.
  - Discover student organizations at the Calapalooza fair in August.

- **Discover your passions**
  - Attend the Undergraduate Research and Scholarships Fair in October.
  - Apply to the Undergraduate Research Apprenticeship Program and get undergraduate research experience.
  - Explore new topics in student-facilitated DeCal courses.

- **Engage locally and globally**
  - Visit the Study Abroad Fair in September to learn about study, internship, research, volunteer, and work opportunities.
  - Engage in community service through the Public Service Center.
  - Volunteer on campus or within the Berkeley community.

- **Reflect and plan your future**
  - Visit the Career Center to learn about career opportunities in business.
  - Join Handshake to find Berkeley-specific internship opportunities and career development workshops.
  - Use the Yearly Planner to guide your career path.

---

### SECOND YEAR

- **FIRST YEAR**
  - Apply to the major in November.
  - Visit the Berkeley Haas Advising Staff for a pre-admission advising appointment.
  - Consider a double major or minor and explore summer minors.
  - Utilize HBSA’s student essay workshops for the application process.

- **SECOND YEAR**
  - Enroll in upper-division core courses.
  - Make sure you are fulfilling your degree requirements.
  - Meet with your Haas advisor.
  - View professor evaluations when choosing classes.
  - Admitted Haas students: Free tutoring for upper division courses.

---

### THIRD YEAR

- **FIRST YEAR**
  - Go to office hours and build relationships with professors and Graduate Student Instructors (GSIs).
  - Learn about the Haas Community to get a sense of your peers and faculty.
  - Get to know the people in your Haas Cohort.

- **SECOND YEAR**
  - Explore research institutes and centers run by Haas faculty to learn about cutting-edge research on business issues.
  - Enroll in UGBA 198 DeCal courses in topics that you are passionate about.
  - Participate in an Undergraduate Case Competition.

---

### FOURTH YEAR

- **FIRST YEAR**
  - Conduct business research with Berkeley Haas.
  - Enroll in non-major courses on your bucket list.
  - Teach your own DeCal course.

- **SECOND YEAR**
  - Tutor students at the Student Learning Center.
  - Study and intern in Washington D.C. with UCDC or Cal in the Capital.
  - Join the Haas Business Student Association as a general or committee member.
  - Apply to become a USGI for a course.

---

### WHAT CAN I DO WITH MY MAJOR?

- Jobs and Employers
  - Accountant Auditor, EY
  - Analyst, Consultant, Accenture
  - Assoc. Product Mktg. Mgr, Google
  - Business Analyst, McKinsey and Co.
  - Business Development Assoc., Oracle
  - Business Leadership Prog., LinkedIn
  - Credit Analyst, City National Bank
  - Data Finance Advisor, Morgan Stanley
  - Financial Analyst, Apple Computer
  - Financial Analyst, Morgan Stanley
  - Treasury Analyst, Bank of America

- Graduate Programs
  - Business
  - Computer Science
  - Education
  - Human Resources
  - Law

---

### Design Your Journey

**THIRD YEAR**

- Four Year Program
- General Studies in Business
- Specialization in Business Administration
- Major in Business Administration

**SECOND YEAR**

- Upper Division Courses
- Core Courses
- Elective Courses
- Special Topics

**FIRST YEAR**

- Lower Division Courses
- Core Courses
- Elective Courses

---

### Updates:

- Updated Last: 060820

### First Destination Survey

- Business
- Consulting
- Finance
- Marketing
- Technology

### Graduates:

- Tax Consultant, Deloitte
- Software Engineer, Yelp
- Sales Associate, Hewlett-Packard
- Sales and Trading Analyst, HSBC
- Retail Management Trainee, GAP
- Program Analyst, Walt Disney Co.
- Marketing Analyst, Williams-Sonoma
- Invt. Banking Assoc., Goldman Sachs
- Growth and Retention Mktg, Pandora
- Financial Analyst, Apple Computer
- Data Finance Advisor, Morgan Stanley
- Credit Analyst, City National Bank
- Business Leadership Prog., LinkedIn
- Business Development Assoc., Oracle
- Assoc. Product Mktg. Mgr., Google
- Analyst Consultant, Accenture

---

### Additional Resources:

- Berkeley Academic Guide
- Berkeley Haas Advising Staff
- Career Counseling Library
- Haas Community
- Haas Cohort
- Haas Advisor
- Haas Alumni Network
- Career Center
- Global Management Concentration
- ACES community-based project
- Berkeley Connect
- Volunteer on campus or within the Berkeley community.

---

### Future Opportunities:

- Explore gap year opportunities that you may wish to pursue before your next big adventure.
- Apply for an Undergraduate or Recent Graduate Fellowship.
- Go on service trips over spring or winter break with the Alternative Breaks program.
- Leverage the Haas Alumni Network for career advice and guidance.
- Pursue On-Campus Recruiting to interview with professionals and receive full-time job offers.

---

### Course Threads:

- Arts + Design
- Jacobs Institute for Design and Innovation
- Sutardja Center for Entrepreneurship & Technology
- Haas Culture
- Business Administration

---

### Degree Completion:

- Make sure you are fulfilling your degree requirements.
- Finish any remaining major and college requirements.
- Apply to upper-division core courses.
- Map your skills and talents to career goals with the Career Counseling Library.
- Develop your resume, job-search, and interviewing skills with resources from the Career Center.
- Attend internship fairs to learn about career opportunities.

---

### Additional Information:

- Updated Last: 060820