



# BerkeleyHaas

Undergraduate Business Program

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B.S. Business Administration

A young man with dark, curly hair and glasses is the central focus, looking upwards and to the right with a thoughtful expression, his hand resting against his chin. He is wearing a grey hoodie. In the background, other students are visible but out of focus, including a woman with glasses on the left and a man on the right. The setting appears to be a lecture hall with wood-paneled walls.

**PREPARE TO MAKE AN IMPACT**

**GAIN THE KNOWLEDGE  
AND SKILLS NEEDED TO  
EMBARK ON A CAREER IN  
TODAY'S BUSINESS WORLD**

# Our Distinctive Culture

*The culture that we strive for encourages students to develop the mindset and behaviors of innovative leaders. Our students, faculty and alumni embody our culture with guidance from our four Defining Leadership Principles:*



## **Question the Status Quo**

We thrive at the epicenter of innovation. We make progress by speaking our minds even when it challenges convention. We lead by championing bold ideas and taking intelligent risks.



## **Confidence Without Attitude**

We make decisions based on evidence and analysis, giving us the confidence to act with humility. We foster collaboration by building a foundation of empathy, inclusion, and trust.



## **Students Always**

We are a community designed to support curiosity. We actively seek out diverse perspectives as part of our lifelong pursuit of personal and intellectual growth. There is always more to learn.



## **Beyond Yourself**

We shape our world by leading ethically and responsibly. As stewards of our enterprises, we take the longer view in our decisions and actions. This often means putting the collective good above our own interests.

# THE VALUE OF A HAAS DEGREE

## Curriculum

Academics at Haas are distinguished around the world for our commitment to excellence. The business curriculum helps students develop a broad understanding of how business operates and its role in society. Some of the core courses include:

- Accounting
- Finance
- Marketing
- Business Communication
- Management of Organizations

## Established Excellence in Teaching

In the classroom, faculty members emphasize both theory and practice by using a variety of teaching methods. Case studies, seminars, simulations, guest speakers, and group projects all facilitate the learning process. Classroom learning is enhanced by numerous opportunities to apply the lessons to real-world situations. Haas professors regularly integrate their research findings into new course offerings and reassess the Undergraduate curriculum to ensure its relevance in presenting current management issues.

## Endless Networking Opportunities

From your first day as a Haas student, you are able to leverage the power of one of the best professional networks on the planet. More than 41,000 Haas School graduates are connected by a robust alumni network that includes career resources, online communities, and local alumni chapters in major cities around the globe.

## At the Center of Innovation

The San Francisco Bay Area is home to companies that are redefining industries and driving global economic growth. When you study at Berkeley Haas, you study at The Heart of What's Next, where opportunities for growth and development are paramount.

## RESEARCH-BASED TEACHING

In their courses, Haas Undergraduate students benefit by being among the first to learn of faculty discoveries and by studying firsthand with the inventors of new theories and principles for management practice.



## Crystal Smith Business, '23

*Crystal served on the Executive Board of the Haas Undergraduate Black Business Association fall '21 and is studying abroad in London for spring '22. She interned with Ernst & Young summer '21 and will intern with Google summer '22.*

# ACADEMIC PROGRAMS & SUMMER INTENSIVES

## BUSINESS+

### **B.S. in Business Administration**

This highly competitive program accepts applicants from both transfer and continuing UC Berkeley students.

[Haas.berkeley.edu/undergrad](https://haas.berkeley.edu/undergrad)

### **Management, Entrepreneurship & Technology (M.E.T.) Program**

For students interested in studying both engineering and business.

[Met.berkeley.edu](https://met.berkeley.edu)

### **Global Management Program (GMP)**

A freshman admit program for students interested in learning about business from a global perspective.

[Haas.berkeley.edu/gmp](https://haas.berkeley.edu/gmp)

### **Robinson Life Sciences, Business, and Entrepreneurship Program (LSBE)**

A dual-degree program for students interested in studying both biology and business.

[Haas.berkeley.edu/lbse](https://haas.berkeley.edu/lbse)

### **BASE Summer Program**

The BASE (Business for Arts, Sciences, and Engineering) Summer Program is an intensive, six-week, summer business program that exposes non-business, undergraduate students to the fundamentals of business.

[Haas.berkeley.edu/base](https://haas.berkeley.edu/base)

### **Berkeley Charter of Professional Accountancy (BCPA)**

In just two summers, you can complete all of the coursework needed to satisfy the 30 accounting subjects units for CPA licensure in California.

[Haas.berkeley.edu/accounting](https://haas.berkeley.edu/accounting)

### **Summer Open Enrollment**

All course prerequisites are waived during the summer. This means that you can take an Upper Division class as a non-major.

[Summer.berkeley.edu](https://summer.berkeley.edu)

## **HAAS PATHWAYS**

Applicants may apply to Berkeley Haas for Freshman admission, as Continuing students once they've been admitted to UC Berkeley, or as Transfer students.



### **Magali Venegas**

Business, '22

*Magali is a first-generation DACA student that leads diversity initiatives as Founder of Paragon Consulting and SVP of Internal for the Latinx Business Student Association. She has led a Haas Mentorship program to increase the representation of underrepresented minority students. Magali has also interned with KPMG summer '19, summer '20, and Gap Inc summer '21.*

ENTERING CLASS OF 2021

# PROGRAM SNAPSHOT

**12,937**

Total applications received across all programs

**100**

Entering transfer students

**245**

Entering continuing students

**52**

Percent women

**25**

Entering LSBE students

**31**

Entering GMP students

**54**

Entering MET students

## CAREER SNAPSHOT

# 2021 GRADUATING CLASS

In the Undergraduate Program at UC Berkeley's Haas School of Business, you build business and leadership skills through a rigorous general management education that integrates liberal arts and experiential learning.

Prepared for the demands and opportunities of today's business world, with access to top-flight services, you can expand your idea of what's possible for your professional future.

**\$88,840** Median Starting Salary

**77%** of Graduates Accepted a Job Offer

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## FUNCTIONS

Technology	<b>26%</b>
Finance	<b>22%</b>
Consulting	<b>20%</b>
Accounting	<b>14%</b>
Other	<b>18%</b>





# EXPAND YOUR IDEA OF WHAT'S POSSIBLE

## Cohort Experience

To boost community spirit and foster a supportive learning environment, students in the program are organized in cohorts. Join a group of about 60 fellow classmates in an engaging student experience.

## Clubs & Associations

Our Haas-sponsored student organizations offer networking and learning opportunities as well as services catered to various professional interests within the broad field of business.

## Career Services

The UC Berkeley Career Center supports you with Haas-dedicated resources to help you gain the clarity, competitiveness, and connection necessary to achieve your professional goals.

## Alumni Network

Leverage the power of a robust alumni network of over 41,000 Berkeley Haas graduates. Your lifelong support includes career resources, online communities, and local alumni chapters in major cities around the globe.



**Adam Virani**  
**Business, '22**

*Adam is the Director of Transfer Integration for the Haas Business School Association. Adam is an international student from Dubai and works to amplify Transfer voices within the Haas community. He interned with L'Oreal in the summer '21 and will be joining Microsoft for full time in their ACE Rotational Program this coming Fall '22*



# READY TO TAKE THE NEXT STEP?

## Outreach Programs

### First Year Applicants

**Discover GMP** | The program aims to provide admissions information to our growing number of high school applicants interested in the Global Management Program. Each Discover GMP session includes an admissions info session and current GMP student led panel. [For high school students, parents and counselors].

### Transfer Applicants

**Envision Haas** | The program aims to provide admissions information to our growing number of California Community College transfer applicants. Each Envision Haas session includes an admissions info session and transfer student led panel. [For CA Community College students].

**Summer PreCore Program** | The Summer PreCore Program is designed specifically to help newly admitted transfer students strengthen their skills to transition successfully into the Haas School of Business. Although this program is not mandatory, we highly encourage students to consider this program as an opportunity to become better prepared to take on the academic rigor of Haas.





# SPEAK WITH AN ADVISOR

Call or visit our office during open hours.  
No appointment necessary.

Mon, Wed, Fri: 9AM-4PM  
Tue: 10AM-4PM  
(Closed for lunch: 12:30PM-1:30PM)

(510) 642-1421  
S450 Student Services Building  
Haas School of Business

**Learn More &  
Apply Online**

[Haas.berkeley.edu/undergrad](https://Haas.berkeley.edu/undergrad)  
[@Berkeleyhaas](https://twitter.com/Berkeleyhaas)