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

Students will:
- 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.

CONNECT WITH US

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

Golden Bear Orientation
Join your peers in the campus-wide UC Berkeley orientation program for all new students.

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: 10 am - 4 pm
- Wednesdays: 9 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.

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.

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

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

– Erika Walker, Assistant Dean
**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.

**SECOND 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.
- **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: [Get free tutoring for upper division courses](#).

**THIRD YEAR**
- **Go to office hours and build relationships** with professors and [Graduate Student Researchers](#) (GSRs).
- **Learn about the Haas Community** to get a sense of your peers and faculty.
- **Get to know the people in your Haas Cohort**.
- **Explore research institutions and centers** run by Haas faculty to learn about cutting-edge research on business issues that interest you.
- **Enroll in [UGBA 198](#) Decal courses in topics that you are passionate about**.

**FOURTH YEAR**
- **Participate in an Undergraduate Case Competition** with teams of other Haas students.
- **Participate in the Haas Experimental Learning Program Workshops** facilitated by industry professionals.
- **Enjoy a [Brown Bag Lunch](#) featuring Haas faculty**.

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**WHAT CAN I DO WITH MY MAJOR?**

**Jobs and Employers**
- Accountant Auditor, EY
- Analyst Consultant, Accenture
- Analyst, PayPal
- Assoc. Product Mktg. Mgr., Google
- Business Analyst, McKinsey and Co.
- Business Development Assoc., Oracle
- Credit Analyst, City National Bank
- Data Finance Advisor, Morgan Stanley
- Financial Analyst, Apple Computer
- Growth and Retention Mktg., Pandora
- Inv. Banking Assoc., Goldman Sachs
- Program Analyst, Walt Disney Co.
- Sales and Trading Analyst, HSBC
- Sales Associate, Hewlett-Packard
- Software Engineer, Yelp
- Talent Acquisition, Microsoft
- Tax Consultant, Deloitte

**Graduate Programs**
- Business
- Computer Science
- Law

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**Examples gathered from the Career Destinations Survey of recent Berkeley graduates.**

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