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**.
**FIRST YEAR**
- 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.

**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 HBISA’s student essay workshops for the application process.

**THIRD 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: Get free tutoring for upper division courses.

**FOURTH YEAR**
- Look into Special Topics and consider these courses or clusters to fulfill your elective requirements.
- Finish any remaining major and college requirements.
- Meet with your college and major advisors to make sure you are on track to graduate.

**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
  - Growth and Retention Mktg, Pandora
  - Inv. Banking Assoc., Goldman Sachs
  - Marketing Analyst, Williams-Sonoma
  - Program Analyst, Walt Disney Co.
  - Product Manager, Expedia
  - Retail Management Trainee, GAP
  - Sales and Trading Analyst, HSBC
  - Sales Associate, Hewlett-Packard
  - Software Engineer, Yelp
  - Talent Acquisition, Microsoft
  - Tax Consultant, Deloitte

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

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

**Updated Last:** 09/01/2019