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
# 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.

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

## THIRD YEAR
- **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.

## FOURTH YEAR
- **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.

## 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
- Invt. 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 First Destination Survey of recent Berkeley graduates.

## Yearly Planner
- **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: Get free tutoring for upper division courses.

- **Third 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.

- **Fourth Year**
  - Participate in Haas Experiential Learning Program Workshops facilitated by industry professionals.
  - Enjoy a Brown Bag Lunch featuring Haas faculty.

## Development Workshops
- Attend a Business@Berkeley session for admissions information.
- Meet with your Haas advisor.
- View professor evaluations when choosing classes.
- Admitted Haas students: Get free tutoring for upper division courses.

## Internship Opportunities and Career Development
- Join Handshake to find Berkeley-specific internship opportunities and career development workshops.
- Use the Yearly Planner to guide your career path.

## Study Abroad Fair
- 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.

## Undergraduate Research and Scholarship Fair
- Attend the Undergraduate Research and Scholarship Fair in October.
- Apply to the Undergraduate Research Apprenticeship Program and get undergraduate research experience.
- Explore new topics in student-facilitated DeCal courses.

## Undergraduate College Case Competition
- Conduct business research with Berkeley Haas.
- Enroll in non-major courses on your bucket list.
- Teach your own DeCal course.

## University of California, Berkeley

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