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

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### Design Your Journey

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<th>FIRST YEAR</th>
<th>SECOND YEAR</th>
<th>THIRD YEAR</th>
<th>FOURTH YEAR</th>
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<td><strong>Explore</strong>&lt;br&gt;your major</td>
<td><strong>Connect</strong>&lt;br&gt;and build community</td>
<td><strong>Discover</strong>&lt;br&gt;your passions</td>
<td><strong>Engage</strong>&lt;br&gt;locally and globally</td>
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<td>- Check the Berkeley Academic Guide to learn about prerequisites.&lt;br&gt;- Start thinking about a plan of study and discuss it with your advisor.&lt;br&gt;- Attend a Business@Berkeley session for admissions information.&lt;br&gt;- Get tutoring at the Student Learning Center.</td>
<td>- Get matched with a graduate student mentor through Berkeley Connect.&lt;br&gt;- Explore a HBSA Sponsored Club.&lt;br&gt;- Discover student organizations at the Calapalooza fair in August.</td>
<td>- Enroll in upper-division core courses&lt;br&gt;- Make sure you are fulfilling your degree requirements.&lt;br&gt;- Meet with your Haas advisor.&lt;br&gt;- View professor evaluations when choosing classes.&lt;br&gt;- Admitted Haas students: Get free tutoring for upper division courses.</td>
<td>- Look into Special Topics and consider these courses or clusters to fulfill your elective requirements.&lt;br&gt;- Finish any remaining major and college requirements.&lt;br&gt;- Meet with your college and major advisors to make sure you are on track to graduate.</td>
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<td>- Apply to the major in November.&lt;br&gt;- Visit the Berkeley Haas Advising Staff for a pre-admission advising appointment.&lt;br&gt;- Consider a double major or minor and explore summer minors.&lt;br&gt;- Utilize HBSA's student essay workshops for the application process.</td>
<td>- Connect with campus organizations, student government, and co-curricular activities through the LEAD Center.&lt;br&gt;- Identify peer mentors in your clubs who may help you with recruiting or applying to Haas.&lt;br&gt;- Familiarize yourself with the Haas Culture.</td>
<td>- Go to office hours and build relationships with professors and Graduate Student Instructors (GSIs).&lt;br&gt;- Learn about the Haas Community to get a sense of your peers and faculty.&lt;br&gt;- Get to know the people in your Haas Cohort.</td>
<td>- Participate in Haas Experiential Learning Program Workshops facilitated by industry professionals.&lt;br&gt;- Enjoy a Brown Bag Lunch featuring Haas faculty.</td>
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<td>- Attend the Undergraduate Research and Scholarships Fair in October.&lt;br&gt;- Apply to the Undergraduate Research Apprenticeship Program and get undergraduate research experience.&lt;br&gt;- Explore new topics in student-facilitated DeCal courses.</td>
<td>- Attend the Undergraduate Research and Scholarships Fair in October.&lt;br&gt;- Apply to the Undergraduate Research Apprenticeship Program and get undergraduate research experience.&lt;br&gt;- Explore new topics in student-facilitated DeCal courses.</td>
<td>- Explore research institutes and centers run by Haas faculty to learn about cutting-edge research on business issues.&lt;br&gt;- Enroll in UGBA 198 Decal courses in topics that you are passionate about.&lt;br&gt;- Participate in an Undergraduate Case Competition.</td>
<td>- Conduct business research with Berkeley Haas. Enroll in non-major courses on your bucket list. Teach your own DeCal course.</td>
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<td>- Visit the Study Abroad Fair in September to learn about study, internship, research, volunteer, and work opportunities.&lt;br&gt;- Engage in community service through the Public Service Center.&lt;br&gt;- Volunteer on campus or within the Berkeley community.</td>
<td>- Visit the Study Abroad Fair in September to learn about study, internship, research, volunteer, and work opportunities.&lt;br&gt;- Engage in community service through the Public Service Center.&lt;br&gt;- Volunteer on campus or within the Berkeley community.</td>
<td>- Tutor students at the Student Learning Center.&lt;br&gt;- Study and intern in Washington D.C. with UCDC or Cal in the Capital.&lt;br&gt;- Join the Haas Business Student Association as a general or committee member.&lt;br&gt;- Apply to become a USGI for a course.</td>
<td>- Explore gap year opportunities that you may wish to pursue before your next big adventure.&lt;br&gt;- Apply for an Undergraduate or Recent Graduate Fellowship.&lt;br&gt;- Go on service trips over spring or winter break with the Alternative Breaks program.</td>
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<td>- Map your skills and talents to career goals with the Career Counseling Library.&lt;br&gt;- Develop your resume, job search, and interviewing skills with resources from the Career Center.&lt;br&gt;- Attend internship fairs to learn about career opportunities.</td>
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<td>- Meet with a Haas career counselor for guidance.&lt;br&gt;- Think about post-graduation options with career and graduate school fairs.</td>
<td>- Leverage the Haas Alumni Network for career advice and guidance.&lt;br&gt;- Pursue On-Campus Recruiting to interview with professionals and receive full-time job offers.&lt;br&gt;- Update your resume information and practice interviewing skills.</td>
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### 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. Manager, 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 First Destination Survey of recent Berkeley graduates.

Updated Last: 04/08/22