

可选课程列表

You will take 9–11 units of Berkeley Haas Business courses from the course offerings below and 3 units from the UC Berkeley course catalog for a total of 12–15 units per semester.

学员将选修 9–11 个学分的伯克利哈斯商学院课程，3 个学分的伯克利通识课程，总共每学期修 12–15 个学分。

Overview

- ◇ Three core Haas courses (5 units total): Fundamentals of Design Thinking, Thriving at Haas and Beyond, and a core innovation course (Opportunity Recognition in Fall; Innovation Strategies in Spring).
- ◇ Two Haas electives (4–6 units) in the following subject areas: marketing, leadership, entrepreneurship and/or finance.
- ◇ An additional elective outside of business from the main UC Berkeley course catalog.

概述：

- ◇ 哈斯商学院三门核心课程（共计 5 个学分）包括：设计思维基础、在哈斯的学术收获和职业发展、创新课程（秋季为发现机会，春季为创新策略）
- ◇ 哈斯商学院两门选修课程（4–6 个学分）可选择：市场营销、领导力、企业家精神或金融
- ◇ 一门选修课，在非哈斯商学院的其他伯克利课程中选择

**Please note that not all courses will be offered each semester and are subject to change.*

请注意：每学期并不会提供所有的课程，并且课程会有变化。

BHGAP 2020 Spring Curriculum

BERKELEY-HAAS 国际交流生 2020 春季课程

必修课

MBA XB200P Fundamentals of Design Thinking (1 unit)

Through in-depth reading and class discussions, get an introduction to a set of tools that will help you frame and solve problems in the future. Taken from design thinking and systems thinking, you focus on these five areas: observing and noticing, framing and reframing, imagining and designing, making and experimenting, and storytelling.

MBA XB200P 设计思维 (1 学分)

通过深度阅读和课堂讨论，学习梳理问题和解决问题的方法和工具；着重学习设计性思维与系统性思维的五大领域：觉察力与洞察力，构架与重组，想象与设计，制造与试验，以及故事讲述。

教授: Jennifer Caeshu, M.B.A

MBA XB290E Innovation Strategies for Emerging Technologies (3 units)

Every successful, entrepreneurial high-tech venture has individuals who have marketing and management expertise, as well as technological skill. In this course, you'll gain the marketing skills needed to manage an entrepreneurial high-technology venture. You examine successful marketing approaches for entrepreneurial companies as a function of markets and technologies. Emphasis is placed on the special requirements needed to create and execute marketing plans and programs in a setting of rapid technological change and limited resources.

MBA XB290E 新兴技术的创新战略(3 学分)

每一家成功的、具有创业精神的高科技企业，都需要有营销和管理的专业知识以及拥有技术能力的人才。在本课程中，你将学习管理高科技创新企业所需的营销技巧，如何为创业公司制定市场和营销策略。重点是在快速的技术变革和有限的资源环境下，制定并执行营销计划，满足特殊需求。

教授: Andrew Isaacs, M.S.

可选课程列表

BUS ADM X419.7 Thriving at Haas and Beyond (1 unit)

This course is a combination of class time, one-on-one coaching sessions and company site visits. Class time focuses on these three aspects of your learning: Academic Success at Haas, Beyond a Bachelor Degree and Professional Achievement. One-on-one coaching provides highly individualized support to discuss your classroom expectations, applying to graduate school, managing life in Berkeley and launching your career. Site visits give you an up-close experience with some of the world's most innovative and impactful companies so that you can connect classroom learning with real-time exposure to leading companies.

BUS ADM X419.7 在哈斯的学术收获和职业发展 (1 学分)

这节课结合了课堂学习、一对一指导、以及企业参访。课堂学习专注三个方向：在哈斯商学院的学术收获、超越本科学习、以及职业发展。一对一指导提供个性化的支持，讨论学生对课堂的期望、研究生申请、在伯克利的生活、以及事业开拓。企业参访中，学生将近距离接触世界顶尖创新公司，将课堂所学与实地参访相结合。

教授: Heidi Weller, M.B.A

选修课

UGBA XB134 Introduction to Financial Engineering (3 units)

Receive an introduction to applying mathematics and statistics to the field of finance. Learn topics such as:

- the quantitative foundations of finance, using calculus, linear algebra, statistics and probability
- extension into financial theory as it relates to asset pricing, fixed income, derivatives, structured finance and risk management;
- application and implementation of these foundational tools and theory through software such as Excel to build basic quantitative financial models (touching on programming)

By the end of the course, you will be able to use financial models that can guide business and financial decisions.

可选课程列表

UGBA XB106 金融工程概论 (3 学分)

学习数学和统计学在金融领域的应用。学习以下主题:

- 金融的定量基础, 运用微积分, 线性代数, 统计学和概率论
- 扩展到金融理论, 涉及到资产定价, 固定收益, 衍生品, 结构金融和风险管理;
- 通过 Excel 等软件应用和实现这些基础工具和理论, 构建基本的定量金融模型(涉及编程)

在课程结束时, 能够使用财务模型指导企业财务决策。

教授: [Ethan Namvar](#)

MBA XB264 High-Technology Marketing Management (2 units)

High technology refers to that class of products and services that are subject to technological change at a pace significantly faster than for most goods in the economy. Under such circumstances, the marketing task faced by the high-technology firm differs in some ways from the usual. You'll explore these differences.

MBA XB264 高科技营销管理 (2 学分)

高科技是指受技术变化影响的产品和服务, 其变化速度明显快于经济发展中的大多数商品。在这种情况下, 高科技企业所面临的营销任务在某些方面与以往不同。本课程将探索这些差异。

教授: [Peter Wilton, Ph.D.](#)

UGBA XB205/ MBA XB296 Leading People (3 units)

Take a descriptive and analytical study of organizations from a behavioral science point of view, which include problems of motivation, leadership, morale, social structure, groups, communications, hierarchy and control in complex organizations. You also consider the interaction among technology, environment and human behavior. Discuss alternate theoretical models and their applications.

UGBA XB205/ MBA XB296 领导力 (3 学分)

课程将从行为科学的角度对组织进行描述性和分析性的研究, 包括复杂组织中的动机、领导、士气、社会结构、群体、沟通、层级和控制等问题, 还将考虑技术、环境和人类行为之间的交互。讨论替代理论模型及其应用。

教授: [Holly Schroth, Ph.D.](#)

可选课程列表

MBA XB269 Pricing (3 units)

Learn proven concepts, techniques and frameworks to assess and formulate pricing strategies. Develop the economics and behavioral foundations of pricing. Then, discuss several innovative pricing concepts including price customization, nonlinear pricing, price matching and product line pricing. Finally, you will analyze the strengths and weaknesses of several Internet-based, buyer-determined pricing models.

MBA XB269 定价 (3 学分)

学习经过验证的概念、技术和框架，以评估和制定定价策略。建立定价的经济学和行为基础。讨论价格定制、非线性定价、价格匹配和产品线定价等创新定价概念。分析几种基于网络的、由买方决定的定价模型的优缺点。

教授: Wasim Azhar

MBA XB295I Entrepreneurship Workshop for Startups (4 units)

This workshop is intended for you if you have an experimental venture project under development. The business concept may be in the startup mode or further along in its evolution. In this workshop, you will often work in teams to undertake the real challenges of building a venture.

MBA XB295I 创业研讨会 (4 学分)

如果你正在准备一个实验性的风险投资项目，那么这个研讨会就是为你准备的。你的商业概念可能正处于创业启动模式，也可能处于其发展阶段。在这个研讨会中，你将经常以团队的形式来承担创建企业的真正挑战。

教授: Mark Coopersmith and Whitney Hischier

MBA XB267 The Business of AI (1 units)

From self-driving cars to humanoid robots, Artificial Intelligence (AI) is changing the way we live, work and do business. In this class, get an introduction to AI technology and its many business applications. You will walk away with a foundational understanding of AI and its near- and long-term applications; explore the myths and realities surrounding the technology; and delve into the legal, social and policy implications of AI.

可选课程列表

MBA XB267 人工智能商业 (1 学分)

从自动驾驶汽车到类人机器人，人工智能(AI)正在改变我们的生活、工作和经营企业的方式。本课程将介绍人工智能技术及其商业应用。你将学习人工智能及其近期和长期的发展应用;探索技术领域的传说和现实;并深入研究人工智能的有关法律、社会政策等。

教授: [Matthew Stepka](#)

Blockchain and the Future of Technology, Business and Law

Blockchain is one of the most significant technologies to impact technology and business in many years. It is also one of the most interdisciplinary areas, bringing together new questions and opportunities at the intersection of technology, business and law. Gain an overview of the technology behind blockchain and explore current and potential real-world applications.

区块链和未来的技术，商业和法律

区块链是近年来影响技术和商业的最重要的技术之一。它也是最跨学科领域之一，在技术、商业和法律的交叉领域带来了新的问题和机遇。概述区块链背后的技术，并探索当前和其潜在的实际应用。

教授: [Gregory La Blanc, J.D., LL.M.](#)