Fall 2018 Schedule

(this webinar will be recorded)

Mark Gorenflo, Director of Academics
Evening & Weekend MBA Program
Fall 2018 Schedule

• How to Read the Schedule
• Choosing Electives
• Other Considerations
• Important Dates
• Questions
HOW TO READ THE ELECTIVE SCHEDULE
Where to Find the Schedule

haas.berkeley.edu/EW MBA/
## Where to Find the Schedule

**FALL 2018 ELECTIVE SCHEDULE *TENTATIVE***

Evening classes meet 6:00-9:30PM (Mandatory break = 7:30-8:15PM)

### Monday
- **EW252.1** (3 units)  Negotiations
- **EW266.1** (3 units)*  Global Leadership
- **EW282.1** (3 units)*  Real Estate Development
- **EW287.2** (3 units)*  Design, Evaluate & Scale Developmental Technologies
- **EW288.1** (2 units)*  Business Model Innovation & Entrepreneurial Strategy
- **EW297.4** (2 units)*  Social Loan Launched Management

### Tuesday
- **EW266.1** (3 units)*  Global Leadership
- **EW283.1** (3 units)*  Real Estate Finance and Securitization
- **EW277.1** (2 units)  Tech and the City
- **EW297.3** (2 units)*  Intellectual Property for Tech Entrepreneurs
- **EW297.4** (2 units)*  Social Loan Launched Management

### Wednesday
- **EW264.1** (3 units)  Power and Politics
- **EW283.1** (3 units)*  Real Estate Finance and Securitization
- **EW277.3** (2 units)*  Scenario Planning & Futures Thinking
- **EW297.1** (3 units)  Intellectual Property for Tech Entrepreneurs
- **EW295.1** (3 units)  Corporate Level Strategy

### Thursday
- **EW286.1** (2 units)*  Fixed Income
- **EW286.1** (2 units)*  Fixed Income
- **EW287.3** (2 units)*  Strategic Brand Management
- **EW295.1** (3 units)  Corporate Level Strategy
- **EW295.1** (3 units)  Corporate Level Strategy

### Evening Courses
- **EW252.1** (3 units)  Negotiations
- **EW266.1** (3 units)*  Global Leadership
- **EW282.1** (3 units)*  Real Estate Development
- **EW287.2** (3 units)*  Design, Evaluate & Scale Developmental Technologies
- **EW288.1** (2 units)*  Business Model Innovation & Entrepreneurial Strategy
- **EW297.4** (2 units)*  Social Loan Launched Management
- **EW298.1** (2 units)*  AEO: Entrepreneurship
- **EW298.2** (1 unit)*  Running a Multinational Corporation - Simulation

### Saturday AM (10AM-1PM)
- **EW269.11** (3 units)  Mergers and Acquisitions
- **EW291.11** (3 units)  Project Management
- **EW291.13** (2 units)  Leading Cultural Transformation
- **EW296.13** (2 units)  Corporate Level Strategy

### Saturday PM (2PM-6PM)
- **EW233.11** (3 units)  Corporate Financial Reporting
- **EW269.11** (3 units)  Mergers and Acquisitions
- **EW291.13** (2 units)  Leading Cultural Transformation
- **EW296.11** (2 units)  Corporate Level Strategy

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### Color Code
- Accounting/Finance Electives
- Leadership/Management Electives
- Marketing Electives
- Strategy/Entrepreneurship/Innovation Electives
- Sector Specific Electives

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**Berkeley Haas**
Where to Find the Schedule

FALL 2018 ELECTIVE SCHEDULE *TENTATIVE*

The courses below are Sunday 1 unit courses, typically held over two Sundays. Attendance at all 1 unit course sessions is MANDATORY. Note: you are only allowed to count a maximum of four 1 unit courses (excluding Core) towards your degree requirement of 42 units.

### Sunday - 1 Unit Courses

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Title</th>
<th>Professor</th>
<th>Date/Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>EW236G.10A</td>
<td>Designing Financial Models that Work</td>
<td>Herbert-Creek</td>
<td>Sun 11/4, 11/18, 12/2, 12/9 (9AM - 1PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW236G.11A</td>
<td>Designing Financial Models that Work</td>
<td>Herbert-Creek</td>
<td>Sun 11/4, 11/18, 12/2, 12/9 (2PM - 6PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW247.11*</td>
<td>Descriptive and Predictive Data Mining</td>
<td>Shogan</td>
<td>Sun 9/30, 10/14 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW290P.11*</td>
<td>Project Management Case Studies</td>
<td>Romero-Hernandez</td>
<td>Sun 9/9, 9/23 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW291C.11</td>
<td>Active Communicating</td>
<td>Charmsuparindri</td>
<td>Sun 11/4, 12/2 (9AM - 6PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW291D.11*</td>
<td>Presentation Design for Analytical Communications</td>
<td>Hill</td>
<td>Sun 10/21, 11/4 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW291T.12</td>
<td>Leader as Coach</td>
<td>Rittenberg</td>
<td>Sun 8/25, 9/22 (9AM - 6PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW292B.11*</td>
<td>Nonprofit Boards</td>
<td>Heinrich</td>
<td>Sun 10/7, 12/2 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW292N.11*</td>
<td>Social Impact Marketing</td>
<td>Ruechert</td>
<td>Sun 9/30, 10/14 (9AM - 6PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW293T.11*</td>
<td>Business &amp; Natural Resources - Sustainable Use of Ecosystems</td>
<td>Romero-Hernandez</td>
<td>Sun 10/21, 11/4 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW295.1*</td>
<td>Building a Consumer Internet Business</td>
<td>Fuliola</td>
<td>Sun 9/9, 9/23 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW296.1*</td>
<td>Life Sciences Marketing</td>
<td>Ford</td>
<td>Sun 10/7, 10/28 (9AM - 5PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW296.12*</td>
<td>Building Trust Based Relationships</td>
<td>Ball, Celeste</td>
<td>Sun 9/30, 10/23 (9AM - 5PM)</td>
<td>TBD</td>
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</tbody>
</table>

### Sunday - Off-Schedule

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Title</th>
<th>Professor</th>
<th>Date/Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>EW212A 1 (3 units)*</td>
<td>Cleantech to Market</td>
<td>Alexander</td>
<td>Tue &amp; Thurs, 11AM - 12:30PM</td>
<td>TBD</td>
</tr>
<tr>
<td>EW291T.11 (2 units)</td>
<td>Advanced Leadership Communication</td>
<td>Charmsuparindri, Houshang</td>
<td>Sun 9/30, 10/14, 10/28, 11/18 (9AM - 6PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW295T.12 (1 unit)*</td>
<td>Startup Disco</td>
<td>Calderon</td>
<td>Fri 10/5 (4-9PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW257.1 (2 units)*</td>
<td>The Pursuit of Meaningful Work</td>
<td>Katz</td>
<td>Sat 10/6 (9AM - 4PM)</td>
<td>TBD</td>
</tr>
<tr>
<td>EW292T.1 (2 units)*</td>
<td>Business Case for Investing in Women</td>
<td>McElhaney</td>
<td>Wed, 9PM - 8PM</td>
<td>TBD</td>
</tr>
<tr>
<td>EW292N.2 (2 units)*</td>
<td>Social Impact Metrics</td>
<td>Boyle</td>
<td>Mon, 4PM - 6PM</td>
<td>TBD</td>
</tr>
</tbody>
</table>
How Electives are Listed

• Evening Courses: Monday-Thursday; 6-9:30PM; 2 or 3 units
• Saturday Courses: Mornings 10AM-1PM or Afternoon 2PM-5PM; 2 or 3 units
• Sunday 1 unit: over 2 Sundays (mandatory attendance)
• Off-Schedule Courses: unique schedules
• Color-coded by topic area
• Prime Electives noted by P
• Dual listed courses noted by asterisk (*)
## Course Details

<table>
<thead>
<tr>
<th>Details</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Number (Units)</td>
<td>EW295A.1* P</td>
</tr>
<tr>
<td>Course Title</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Instructor, Room</td>
<td>Beyer</td>
</tr>
<tr>
<td>Dates</td>
<td>(if non-standard)</td>
</tr>
</tbody>
</table>

- *Dual-listed with Full-time MBA (by dual-listing classes, we are able to offer more electives)
- P = Prime Elective
- Course capacities will be listed in OLR (do not refer to the online course scheduler for rooms/capacities)
Standard Length of Courses

• 3 units – 15 weeks
• 2 units – first 10 weeks, unless noted on elective schedule
• 1 unit – 2 Sundays, varies; all sessions mandatory
• Check course descriptions
CHOOSING ELECTIVES
Choosing Electives

• Prime Electives
• Fall 18 Highlighted Electives
• Elective Resources
Prime Electives

- Enable students to more effectively plan based on their career interests
- Deliver a more holistic advising experience
- Optimize occupancy percentages
- Enhance weekend elective offerings
- Fundamental Business Knowledge in Key Subjects
  - Marketing
  - Accounting/Finance
  - Leadership/Management
  - Strategy/Entrepreneurship
# Prime Electives: 2018-2019

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Finance &amp; Accounting</th>
<th>Leadership &amp; Management</th>
<th>Strategy &amp; Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing Research</td>
<td>• Corporate Finance</td>
<td>• Negotiations</td>
<td>• Game Theory</td>
</tr>
<tr>
<td>• Strategic Brand Management</td>
<td>• Asset Management</td>
<td>• Power and Politics</td>
<td>• Entrepreneurship</td>
</tr>
<tr>
<td>• Pricing</td>
<td>• Financial Information Analysis</td>
<td>• Leadership</td>
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<tr>
<td></td>
<td>• Mergers &amp; Acquisitions</td>
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</tbody>
</table>

*Note: The above list includes selected courses and areas of study within each category. For a complete list, please refer to the official course catalogue.*
Highlighted Electives - Saturday

- EW223.11 – Corporate Financial Reporting
- EW291T.13 – Leading Cultural Transformation
- EW296.13 – Corporate Level Strategy
- EW236E.11 – Mergers & Acquisitions
- EW236L.11 – Private Equity & Leveraged Buyouts
- EW269.11 – Pricing
EW223.11 – Corporate Financial Reporting

• Suneel Udpa is returning to teaching Saturday students in this course. If you are interested in a career in Finance (as Equity and credit analyst, investment banker, lender, portfolio manager, consultant, private equity investor, M&A professional, venture capitalist, and personal investor) this course is for you because:
  • You will learn about valuation models in many classes, such as Corporate Finance, M&A, Private Equity, Financial Information Analysis), but this is the only class where you will learn about how companies account for certain transactions and how they can manipulate financial statements. The Core Financial Accounting course is good but it is not enough.
  • Companies manipulate their financial statements and it is a competitive advantage for you as a finance professional to be able to detect and undo accounting distortions. Not many finance professionals can do this because they don’t know their Accounting.
  • From the HP-Autonomy merger that I mention in the Course Syllabus. For instance, a headline that many of you may have read in the financial press a few years ago said, “HP blames write-off of $8.8 billion on Autonomy’s accounting improprieties.” It is pertinent to ask: “Why was HP’s accounting due diligence not able to detect such a large accounting distortion?” HP did not do an adequate accounting analysis of Autonomy’s financial statements.
  • Accounting is FUN!
EW291T.13 – Leading Cultural Transformation

• Taught by Doy Charnsupharindr, Susan Houlihan, and Ingrid Gavshon. Familiar from Leadership Communications or SIB South Africa.

• A course that builds on Haas’ emphasis on a strong and functional organizational culture. And on our strong foundation of Leadership classes

• Students will:
  • Learn what it takes to build a strong organization and team culture in which people are fully engaged and deliver on the organization’s mission, vision and values.
  • Understand the definition of a “Leader as brand ambassador” and roles in creating a culture of action, collaboration and change.
  • Practice applying leadership practices and communication skills to connect, inspire, and enroll people into your vision.
EW296.13 – Corporate Level Strategy

• Dan Simpson is bringing his successful Corporate Level Strategy elective to Saturdays. Dan is uniquely qualified to teach this course:
  • 34 years at Clorox including head of corporate strategy for 15 years.
  • He also consulted with Haas on our internal strategic planning process.
• Students will enhance their skills in how to:
  • Help a multi-business corporate parent make smart choices about its portfolio of businesses.
  • Maximize ways a multi-business corporate parent adds value to the businesses in its portfolio, and minimize ways it destroys value in those businesses.
  • Clarify and balance different, and sometimes conflicting, interests of various constituencies, both internal and external.
  • Organize and manage the set of businesses in a way that maximizes long-term, total-enterprise value.
• This is a highly analytical course, but it is not a quant-heavy course.
• You will probably like this course if:
  • You want to improve your conceptual thinking skills in framing issues and creating options that address complex challenges with broad systemic effects.
  • You want to improve your critical thinking skills in clarifying trade-offs and assessing choices that often have both positive and negative consequences simultaneously.
  • You want to get more deeply grounded in the theory and principles of corporate strategy, but also expand your toolkit of formats and processes to develop and execute strategy in a multi-business enterprise.
• This course is not for you if:
  • You prefer working on problems that have clear right or wrong answers, and you struggle with ambiguity.
  • You frame and solve almost every problem using numbers.
  • You want a course with a light reading load.
• This class requires the completion of the core course in strategy (Class of 2019 only). The only exception, which requires explicit permission from the instructor, is if a student has worked, or is working, in the strategy function of their company.
EW236E.11 – Mergers & Acquisitions

• This is not a new class to Haas or to Saturday but it will be co-taught this semester by Peter Bershatsky and Peter Goodson

• Peter Bershatsky – A BerkeleyHaas alum (1998), Peter has led over 50 completed transactions – first as an M&A Investment Banker at Broadview International (Now part of Jefferies and Co.), then as a strategy consultant with the Chasm Group, and for the last 12 years leading M&A for several prominent technology companies, including Electronics for Imaging, Intuit, and now Amazon Web Services.

• Peter Goodson is a familiar face at Haas teaching several finance courses and his renowned Turnarounds block week course in the summers. Peter is a pioneer in the private equity discipline as an early stage partner at Clayton, Dubilier & Rice, where he assisted managements in more than $100B worth of acquisitions. In emerging markets, Mr. Goodson serves as a senior advisor to Tata Capital’s PE funds and is a longtime advisor to the first PE firm in Vietnam Mekong Capital.
EW236L.11 – PE & Leveraged Buyouts

• Peter Goodson is teaming with Sam Snyder to bring this course to Saturdays.
• Sam is new to teaching at Haas but he is also a Haas alum. He’s a Principal at Greyrock Capital Group responsible for transaction origination, underwriting, and portfolio company management primarily in the Western US. Prior to joining Greyrock, Sam was an Associate at Goldman Sachs in the Technology, Media, and Telecommunications investment banking division helping corporate clients with financings, mergers and acquisitions, and anti-raid defense. Before Goldman, Sam worked as a Senior Research Analyst at Renaissance Capital responsible for global coverage of initial public offerings (IPOs).
EW269.11 – Pricing

• Yuichiro Kamada’s Pricing class isn’t new to Haas or to Saturday.
• However, this is the only time this class will be offered in Academic Year 2018-2019.
• So, if Pricing is important to your academic or professional goals, this Fall’s Saturday class is your only opportunity to take this course.
Highlighted Electives - Evening

- EW277.1 – Tech and the City
- EW277.2 – Scenario Planning & Futures Thinking
- EW236I.1 – Fixed Income
- EW255.1 – Leadership
- EW296.2 – Running a Multinational Corporation Simulation
EW277.1 – Tech and the City

- This course will help you be a more successful and impactful urban innovator.
  - Today some of the most transformative and fastest growing tech companies are “disrupting” urban life.
  - At their best, these companies make smarter cities. At their worst, they make inequitable cities.
  - This course will critically examine how new technologies and business models are impacting cities and will identify the approaches that produce not only the best business outcomes, but also the most equitable and sustainable outcomes for cities.
- Throughout, we will address some of today’s most challenging questions, such as:
  - What makes a city “smart”?
  - How might today’s new technologies (eg. autonomous vehicles, sensors, artificial intelligence) impact urban life and governance?
  - Should “disruptive” new companies ask for regulatory forgiveness or permission?
  - What can we learn from Airbnb and Uber’s experiences with city governments?
  - How can companies better understand and measure their impacts on cities?
- Molly Turner is uniquely qualified to teach this course. An urban planner and tech policy pioneer, she was an early employee of Airbnb, where she founded the company’s public policy team in 2011 and co-authored some of the world’s first “sharing economy” regulations. Then as Airbnb’s Global Head of Civic Partnerships, Turner directed the company’s partnerships with governments around the world, including its international disaster response program and its 2015 business launch in Cuba.
• This course presents a survey of tools, methods and approaches to scenario planning and futures thinking, drawn in large part from the work of the Institute for the Future (IFTF), an independent nonprofit research institute headquartered in Palo Alto.

• Learning Outcomes:
  - Broad knowledge of approaches to scenario planning and futures thinking, both academic and applied in real-world business situations.
  - Experience developing a project for a real world client, presenting them with scenarios or other futures thinking based content, and helping them to create new strategies based on the experience.
  - Critical understanding of strengths and weaknesses of the multiple methodologies available within scenario planning and futures thinking.
  - Ability to identify most appropriate methods for bringing foresight techniques into a variety of business situations.
  - Working understanding of qualitative research methodologies and their strengths in certain applications for use instead of or in addition to quantitative approaches.

• David Evan Harris is also uniquely qualified to teach this futures oriented course. Many of you will be familiar with David from his post as a Chancellor’s Public Scholar at UV Berkeley and his engagement with the Class of 2019 at WE Innovate.
  - In April 2018, David joined Facebook’s civic engagement team as a foresight strategist.
  - Before joining Facebook, David spent a decade at the Institute for the Future (IFTF), leading research on the future of philanthropy, media, governance, and social movements.
  - In 2004, David founded the Global Lives Project, a video library of life experience around the world, produced by thousands of collaborating filmmakers, photographers and translators.
EW236I.1 – Fixed Income

- This new addition to the EW Evening Finance lineup will be taught by Satish Swamy, the Managing Director in the Office of the Chief Investment Officer, Regents of the University of California for the past 20 years and has experience managing fixed income portfolios for over 25 years.
  - He has experience in active management of $26 billion of fixed income assets in pension, endowment, working capital and defined contribution portfolios.
  - He has also managed to achieve above market returns for the University of California Retirement system, for which we, as staff members, are extremely grateful.
- Global Fixed-income markets are bigger in size than stock markets. They represent a vitally important asset class and are often a leading indicator to analyze market risk. Institutional investors have come a full circle from higher to lower and back to higher interest rates. After a significant shift into equity in the 80s and 90s by endowments, pension funds and insurance companies, the tide shifted to bonds for the past 25 years. The goal of this elective is to cover the dynamic role of fixed income in large institutions and more importantly analyze sources of risk and return.
- Given the role of fixed income assets, this course is relevant to anyone interested in investment management.
- This course is a great addition to our portfolio of Finance courses.
EW255.1 – Leadership

• This Prime Elective isn’t new to the EW Program but it will feature a new instructor this Fall.
• Dan Mulhern is a nationally recognized expert in the fields of leadership and organizational culture.
  • Mulhern has worked with a wide range of organizations, from start-ups to Fortune 500, from government to non-profits.
  • He has coached and presented at well-known companies like Ford, Google, and Facebook, but also delights in a strong practice with large non-profits like Goodwill of Greater Detroit, Americorps, and the Chicago Legal Aid Foundation.
  • He has been a proud and committed public servant (his wife Jennifer Granholm was two-term governor of Michigan) and currently works closely with great women running for positions of governor, attorney general and senator.
• His current work is all dedicated to helping clients capitalize on the incredible power of effective Leadership.
• Through his working as a public speaker, radio personality, writer, professor, leadership coach, and consultant, Mulhern has inspired thousands to lead with their best self. He received the Golden Apple Award, as the student-voted most exceptional teacher at UC Berkeley, and the Earl Cheit Award as the outstanding undergraduate instructor at the Haas School of Business.
This dual listed, 1 unit course will be offered on 5 Thursday evenings in the Fall, taught by Veselina Dinova, who has experience teaching in all 3 Haas programs and has taught Data & Decisions and Core Accounting in the EW Program.

The basis for this course is a computer-based finance simulation game, FORAD, designed to help you understand what it takes to manage the operational and financial challenges of a multinational corporation in the competitive and unpredictable market environment modeled in the simulation.

• The simulated company is a US-based publicly-traded company with operational subsidiaries in Germany and Japan. The management of the company involves decisions in the areas of forecasting; operations and budgeting; choice of short-term and long-term financing options; foreign exchange and commodity price risk management; international taxation strategies; and shareholders’ relationship.

• The company’s performance is measured by the company’s share price which depends on the earnings per share achieved and a combination of performance measures including credit rating, success in risk management, effective tax rate, quality of earnings, etc. It is a competition and the objective of each team is to do better than the rest of the industry (the rest of the teams).

• At the end of the competition you will be asked to prepare your own annual report and explain and defend your decisions in front of your Board of Directors (a panel of judges comprised of faculty and alumni). The defenses will take place during the last class of the course.

• The simulation allows you to connect the learning from a number of business school classes – finance, accounting, operations, strategy and economics - into one comprehensive challenge. Students with various career objectives will find the course helpful.

• And it’s fun – as I know from personal experience when Veselina offered a version of the simulation course as an enrichment opportunity for my EMBA classmates.
Highlighted Electives - Sunday

- EW295T.1 - Building a Consumer Internet Business
- EW296.11 - Life Sciences Marketing
EW295T.1 - Building a Consumer Internet Business

• In today’s world, it is hard to imagine any consumer-facing business at scale that does not use the internet as part of its core operations around attracting and engaging users, and generating revenue. Even traditionally “offline” industries, such as transportation, healthcare, financial services and education, have been deeply disrupted by the deployment of consumer-facing internet services, by both new entrants and incumbents. This course looks at key established themes relevant to building a successful consumer internet business and makes the assertion that all of these are relevant for most consumer-facing businesses today and in the future.
• In this course, students will:
  • Learn what it takes to build a consumer internet business for “long-term” success (“long-term” as measured in internet time!)
  • Understand three key themes around building a successful consumer internet business - (user) growth & (user) engagement, monetization, “platform-ization”, with each theme being important at different stages of the business’ evolution
  • Identify the stage of evolution of a specific consumer internet business, and find ways to address the needs of that business at that stage
  • Internalize how technology evolution changes how companies can achieve growth & engagement, monetization, and platformization
• Prashant Fuloria is a seasoned internet technology product executive.
  • Most recently, Prashant was SVP of Advertising Products at Yahoo, managing engineering and product teams driving Yahoo’s advertising business. Prashant joined Yahoo through the acquisition of Flurry, the world’s leading mobile app analytics platform, where he was the Chief Product Officer, responsible for product strategy and delivery.
  • Prior to Flurry, Prashant was Director of Product Management at Facebook, responsible for Facebook’s commerce products, including Facebook Credits, and all of Facebook’s advertising products
  • Before joining Facebook, Prashant was Product Director at Google, where he most recently managed all of Google’s products for the Asia-Pacific region. Prashant also worked for several years building monetization products at Google, both as an early PM on AdWords and as the PM Director for global billing & payments.
This is our latest addition to the portfolio of Life sciences and health care related courses.
Marketing is a critical component of organizations operating in the Life Sciences responsible for interfacing with customers, competitors, collaborators, and the broader ecosystem. Historically marketing has involved planning and communicating the brand story, value, promotional mix, and dissemination of ideas, goods, and services.
Marketers in Life Sciences face unique challenges due to the need to understand and appeal to a broad range of stakeholders which includes patients, payers, physicians, health systems, government and advocacy groups. The evolution and increasing complexity of customer dynamics across the healthcare ecosystem are challenging the fundamental roles of a marketer. As a result, leading bio-pharma marketing organizations are transforming to win in today’s world.
The purpose of this course is to prepare future leaders in the Life Sciences and Healthcare industry to understand the methods and develop winning strategies used to communicate a brand story to customers.
This course is designed to provide students with:
- An understanding the stakeholder landscape in Healthcare and the impact these stakeholders have on the development and communication of the brand’s message
- A review of leading and emerging practices in Life Sciences Marketing
- The ability to identify unmet customer needs and translate those into actionable insights a brand can use in the formulation of its strategy
- The ability to develop winning brand strategies and tactics
- Experience utilizing foundational marketing methods (e.g. Buying Process, Segmentation, Value Analytics etc.)

Jeff Ford is a Partner in Deloitte’s Strategy practice with over 18 years specializing in the Life Science and Healthcare industry. Jeff is experienced leading commercial and medical strategy engagements with medical device, molecular diagnostics and pharmaceutical companies. His experience spans corporate and competitive strategy, innovation and growth strategy, therapeutic area strategy, portfolio strategy and market access strategy. He has deep experience in the metabolic, respiratory, immunology, oncology, and cardiovascular disease areas. Jeff holds a MBA and a MPH (Public Health) from UC Berkeley.
Electives Resources

• 2018-2019 Curricular Plan
  – Fall 2018 Curricular Plan
  – Spring 19 Curricular Plan
• Course descriptions online
• Faculty Evaluations
• Ask other students
• Refer to the student bCourses Electives Forum (some past syllabi can be found here as well)
• Consult your Academic Advisor
• Recommended Electives by Career Path
OTHER CONSIDERATIONS
Electives for Class of 2020

• The Class of 2020 will participate in all rounds of Bidding and Add/Drop
  – 1000 Bid points; 4 unit limit in Bidding
  – Total number of units, including Core, should not exceed 9
  – Class of 2019 students still have priority

• Class of 2020 should bid for classes they’re interested in. We will work to resolve any conflicts with Core Courses after the Bidding Rounds

• Plenty of elective capacity – but popular courses will still be popular!
Courses Not Included in Bidding

• Enrollment by application
  – Cleantech to Market
  – Social Lean Launch Pad

Courses You May Not Drop Later

• Cleantech to Market
• Social Lean Launch Pad
Other Academic Opportunities

• **Taking FT MBA Courses:**
  – On a space-available basis
  – Submit requests during Add/Drop in August
  – Only eligible if there *isn’t* an EW section offered in the same semester

• **Taking Non-Haas Courses:**
  – Up to 5 units
  – Registration through CalCentral ([Registrar link](#))
  – Course Materials & Parking not provided

• **Independent Study**
  – 3 unit maximum

• **GNAM Courses**
  – Small Network Online Courses
  – Global Network Week = 15 – 19 October
IMPORTANT DATES
Important Dates

• Please refer to the Registration Timeline on the EWMBA website for important dates!
• Bidding begins via OLR: Wednesday 4/18
QUESTIONS