

# The Berkeley MBA

## Graduate Program in Health Management

- Dual MBA/MPH Degree
- Certificate in Health Management for MBAs





# Developing Leaders for Health Management

Where scientific advancement and private enterprise intersect are numerous opportunities and challenges in the field of health management. The Graduate Program in Health Management (GPHM) at the Haas School of Business prepares Berkeley MBA students to become leaders who can deliver both innovative and practical solutions in the healthcare field.

## **Tanya Brara Shah MBA/MPH 04**

### **Previous degree:**

BA, International Development Studies  
University of California, Berkeley

### **Current position:**

Consultant  
Boston Consulting Group  
New York

"My two main goals in returning to school were to broaden my business skills and to pursue my academic interest in public health. The classes and experiences presented by the Health Management Program not only satisfied my initial goals but introduced me to multiple career options through interaction with faculty, students, and alumni, as well as giving me the skills and network necessary to make these options a reality."

The program offers dual training through the Haas School and the School of Public Health – two top-ranked academic centers at America's premier public university, the University of California at Berkeley. Students are taught by outstanding faculty members who are also leading researchers in their fields.

Situated in one of the world's most dynamic healthcare marketplaces, the Graduate Program in Health Management leverages California's biotechnology, medical device, and managed care industries as laboratories for education and research. The program's reputation and industry relationships open doors at leading companies offering internships, consulting engagements, real-world case studies, guest speakers, and full-time job prospects.

Industry leaders such as the president and CEO of Roche Molecular Diagnostics and the chairman, president, and CEO of Blue Shield of California serve on the program's Health Management Advisory Board, interacting frequently with faculty and students to support curriculum relevance and student opportunities. The result is an advanced, comprehensive, and integrated research and instruction program with application to the biotech, pharmaceutical, medical device, diagnostic, insurance, and managed care industries.



# Two Options

**T**he Graduate Program in Health Management offers two separate options which prepare students to take leadership roles in the health technology and health services industries:

## Concurrent MBA/MPH Degrees

A joint venture between UC Berkeley's Haas School of Business and School of Public Health, the concurrent degree program provides a foundation in business principles, entrepreneurship, the healthcare system, and public health. Students take courses in both schools, complete one or two summer internships, and receive a Master's of Business Administration (MBA) and a Master's of Public Health (MPH).

### Requirements

The program requires a total of two-and-a-half years and 80 units of coursework, compared to 51 units for an MBA degree or 48 units for a master's degree in Health Policy and Management.

## Certificate in Health Management for MBAs

The concurrent certificate program can be completed in two years and is designed for students already enrolled in the Full-time MBA Program.

### Requirements

Certificate students dedicate 11 of 31 elective units to certificate coursework.

## Applications and Financial Aid

To apply for the MBA/MPH Program, prospective students must complete the application available at <http://www.haas.berkeley.edu/MBA/apply.html> and indicate interest in the joint degree program. The School of Public Health does not require a separate application and admission deadlines and decisions follow the MBA schedule. Applicants receive one joint decision.

To complete a Certificate in Health Management, students already accepted to the Berkeley MBA program simply enroll in the required courses.

Additional information about Berkeley MBA admission and application guidelines, costs and financial aid, housing and childcare, along with maps of the campus are available at <http://www.haas.berkeley.edu/mba/apply.html> and in the Full-time Berkeley MBA Program Guide. At the discretion of the Graduate Program in Health Management, targeted fellowships are also available to enrolled students.

### Adit Mane MBA/MPH 06

#### Previous degree:

BA, Human & Economic Geography  
London School of Economics

#### Summer internship:

Marketing Intern  
Johnson & Johnson LifeScan  
Milpitas, CA

"Haas opened the doors for me to summer internships with the health community. Leveraging the alumni network, the Berkeley Biobusiness Association, and the Career Services office made it possible for me to speak to recruiters and learn more about opportunities. Although I have no background in this area, Haas helped lead me to interviews with the best biotechnology and medical device firms in the Bay Area.

"Much of the program's strength is in its diversity. My classmates' backgrounds range from banking on Wall Street to serving as social development project managers in Central America. Professors also have a wealth of industry experience and contacts, and are often at the forefront of the most challenging debates in health care."

# A Comprehensive Curriculum

Students learn to become leaders in healthcare management through a rigorous academic curriculum, which offers training in strategic planning, finance, economics, health industry analysis, and regulatory policy. Students gain full understanding of how participants in a healthcare system interact with each other, from those who deliver care through cutting-edge science to those who serve in community-based clinics. Courses include: Entrepreneurial Issues in Biotechnology, Strategic Management and the Organization of Health Services, Healthcare Finance, and Public Policy in the Business of Healthcare.

## Learning through Experience

Experiential learning is a key component of the program. Experience hones the expertise of students, whether researching upstream technologies for Genentech on a summer internship or developing a marketing plan for a blindness-prevention program in India over winter break. From the very first class to the last elective, students conduct

strategic analyses, gain insight into industry needs from leading practitioners, and solve real-world problems through case studies, internships, and international trips.

## Understanding the Business of Biotech

The business of biotech is well represented in the program. Two courses, Health Technology Policy and Health Technology Finance and Strategy, were recently developed with student input. Students also run the thriving Berkeley BioBusiness Association, which holds firm nights to connect students with industry executives and makes “tech treks” to gain first-hand insight into firms such as Roche Diagnostics and Genentech. For students interested in bioentrepreneurship, two Haas lecturers teach courses on the topic and the Haas School’s Lester Center for Entrepreneurship provides support for business plan competitors and often hosts events with a biotech focus.

## Faculty Excellence

Health management faculty members inspire not only through their teaching, but through research and public service that broaden the educational experience and expand the state of knowledge about the entire health services system:

**Kristi Raube**, Haas School adjunct professor and GPHM executive director, conducts research on financing and delivery of health care to underserved populations. Her work with Aravind Eye Hospitals strives to eradicate blindness in India.



**Paul Gertler** (pictured at left), Haas School professor and GPHM director, studies the link between health, education, and poverty. He has been on leave to serve as chief economist for the Human Development Network of the World Bank.

**James Robinson**, Public Health professor, has studied the restructuring of health insurance benefits, networks, and medical management.

**Steve Shortell**, Dean of the School of Public Health, is known for pioneering research on organized delivery systems and for identifying some of the important organizational correlates of quality and outcomes of care.

Each year Berkeley MBA students travel the globe for consulting projects and internships, many of which are related to public health. Amit Sinha, MBA 04, and Mona Gavanakar, MBA/MPH 04, traveled to India in 2003 to help Janani, a nonprofit family-planning agency, improve and broaden services in some of India’s poorest and most rural areas.



# Unlimited Career Outcomes



## **Rashell Young MBA/MPH 05**

### **Previous degree:**

BA Psychology  
University of California, Berkeley

### **Summer internship:**

Consulting Services Intern  
Kaiser Permanente  
Oakland, CA

"I knew that an MBA would offer credibility in any sector of business, but I needed more than that. The MBA/MPH program offered a strong foundation in public health and health management and ensured that I gained the analytical and leadership skills necessary to be effective in a new career. The opportunities at Haas are simply incredible. I've conducted research in South Africa and, through classroom experiential learning, I've consulted with healthcare companies and businesses in other industries."

**G**raduates of the Program in Health Management frequently receive multiple job offers from pharmaceutical, biotechnology, medical device and diagnostic firms, consulting firms, health insurance plans, and managed care organizations, with 85% of students placed by graduation and 95% within three months.

Frequent exposure to potential employers begins while students are still in the program. Opportunities to connect include networking events and meetings with guest lecturers and members of the corporate advisory board.

Additional contacts are made through the program's strong alumni network, a cohesive community already at work in the industry. Health Management program staff are also highly active in cultivating corporate relationships, connecting students with such companies as

Guidant, Johnson & Johnson, and Kaiser for projects, internships, and careers. All students in the program are hired for an internship, and many students complete two.

Students in the program also make use of the Haas School's MBA Career Center, including on-campus recruiting and the expertise of a healthcare/biotech/pharmaceutical account manager, who develops industry relationships. Other services include help with individual career planning, resume writing, and interview preparation. Alumni from such companies as Genentech and McKesson often return to Haas to coach current students on industry-specific career search skills and strategies.

## Top Employers

These employers hired two or more students from the Graduate Program in Health Management for internships or career positions in 2004-05:

**Blue Shield of CA**  
**Boston Consulting Group**  
**Genentech**  
**Guidant**  
**Kaiser**  
**McKesson**  
**Roche Diagnostics**

## The Berkeley MBA Graduate Program in Health Management

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[www.haas.berkeley.edu/advantage/health](http://www.haas.berkeley.edu/advantage/health)

To obtain a Haas School of Business application, go to  
<http://www.haas.berkeley.edu/MBA/apply.html>

For admissions questions, contact

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For more information about the School of Public Health, e-mail  
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For more information on the program, visit the web site or contact  
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### **Doris Chang** **MBA/MPH 05**

#### **Previous degree:**

BS, Molecular Biophysics and  
Biochemistry  
Yale University

#### **Summer internship:**

Network Strategies and Operations Intern  
Blue Shield of California  
San Francisco, CA

"The Haas Graduate Program in Health Management is unmatched. No other school has such coordination, breadth and depth of content, and excellence in both business and in public health. The MBA background provides frameworks to resolve issues around the healthcare system using models from other industries that are potentially helpful. Then, projects during the school year and summer allow you to translate these classroom theories to solve real-world problems. For me these opportunities included working in operations at a public hospital, conducting qualitative research in South Africa, and exploring upstream strategies at a biotechnology company."