International Diploma Programs
Professional Studies in Business and Management

University of California, Berkeley, Extension
extension.berkeley.edu/diploma
facebook.com/BerkeleyIDP
Why IDP?

Whether you're thinking about starting your own business, looking to move up in your company, or want to build your knowledge of global business and economic issues, you become more competitive in the global marketplace with an IDP certificate.

The Setting: Experience life in the San Francisco Bay Area, one of the world’s most scenic, exciting destinations—known for technology, business innovation, food, fashion and outdoor activities.

Build Your Skills: Acquire the knowledge you need to succeed in business, from management to economics, finance or marketing. Get hands-on training through workshops, seminars and group projects.

Connect With Top Students and Instructors: Learn from leading minds in business with decades of experience in the field. Study amidst a bright, diverse group of students representing more than 35 countries.

Build an Invaluable Resource: Develop a global professional network.
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**IDP: A Truly Global Experience**

*IDP students come from all over the world.*

- **Average age:** 27
- **Age range:** 20–50
- **Countries represented:** 35+
- **Other countries represented:** Australia, Argentina, Belgium, Chile, Colombia, Egypt, Indonesia, Kazakhstan, Malaysia, Mexico, Morocco, Netherlands, Nigeria, Norway, Pakistan, Peru, Philippines, Portugal, Saudi Arabia, Singapore, Sweden, Switzerland, Venezuela, Vietnam and more
Explore Berkeley and Beyond

Taking part in IDP places you in the heart of downtown Berkeley, California. You attend classes in the UC Berkeley Extension building, just a few blocks from the UC Berkeley campus.

Berkeley is a dynamic city and part of the larger San Francisco Bay Area, home to Silicon Valley and technology pioneers such as Google, Facebook and Twitter. Here, you’ll become a part of communities that collaborate, develop and support innovators and business leaders.

Downtown Berkeley is an arts and entertainment district that offers a variety of cinemas, live theater and music. You can sample local organic foods at a farmers’ market, have coffee at a sidewalk café or take a hike in the Berkeley hills.

Beyond Berkeley and across the bay is San Francisco, a vibrant city with colorful Victorian architecture, majestic bridges and spectacular views of the Pacific Ocean coastline. Just an hour north you’ll find Napa Valley, famous for its wineries and restaurants. You can also fly south to Los Angeles in an hour or drive to Lake Tahoe in about four hours. Yosemite National Park—featuring spectacular rock formations, hiking trails and waterfalls—is also within a day’s drive. Whatever your interest, Berkeley and the Bay Area have so much to offer.
4-Month IDP
Business Administration

Build a Foundation

If you want a practical understanding of business principles and skills that you can apply immediately to your job or a new position, the Business Administration IDP is ideal.

The IDP certificate in Business Administration introduces you to the concepts and practices you need to succeed in business today. You acquire expertise in areas such as economics, finance and marketing, as well as hands-on training through workshops and seminars. You also build skills and confidence as you develop financial analyses, create business plans and collaborate with your classmates as an integral part of a multicultural team.

Capstone Course

Apply core concepts learned throughout the IDP to create a custom strategic business plan. The course provides a perspective on how to create a high-performing company and the tools to foster communication and collaboration amongst teams.

Program Prerequisites

To qualify for this program, you should have three years of an undergraduate degree completed; no work experience is necessary.

Learning Objectives and Core Skills

Management Accounting: Learn how managers use accounting data to make business decisions. Gain skills in analyzing financial statements and understand how costs are assigned to products and projects.

Management Principles: Gain an understanding of current management concepts and practices. Learn how to navigate management challenges and resolve organizational problems.

Business Negotiation: Learn to facilitate strategically planned negotiations, enhance organizational effectiveness, and manage conflicts cooperatively and successfully. Develop strategies to conduct successful international and multicultural negotiations.

Economics for Business: Learn how supply and demand are determined and how a firm's costs are categorized. Explore how public policy affects markets, and develop strategies to cope with market limitations.

Marketing: Learn about consumer, industrial and service marketing; selecting markets; product planning, pricing and distribution; and how marketing integrates with other business activities. Gain an understanding of the role of marketing in an organization's strategic plan.

Quantitative Business Planning: Learn basic statistical techniques useful for preparing individual business forecasts and long-range plans. Examine case studies to learn practical applications and cutting-edge methodology.

Corporate Financial Management: Corporations are expected to make smart business investments and find funding to invest. Learn the practical application of financial concepts to business decisions—crucial for a successful company.
4-Month IDP
Entrepreneurship

Bringing Your Business Idea to Life

Are you thinking of running a small company, do you wish to invigorate a family business or are you considering launching a high-tech startup?

The Entrepreneurship IDP connects you with instructors who are business owners, consultants and entrepreneurs and who will equip you with the skills to solidify your business ideas and develop strategies to bring them to fruition. This program exposes you to key theoretical and practical concepts to move your ideas forward. In addition, the program location provides exposure to Silicon Valley culture and the fast-paced, high-growth startup environment.

Program Prerequisites

To qualify for this program, you should have three years of an undergraduate degree completed; no work experience is necessary.

Supplemental Topics

Additional courses may be added based on market trends. Sample courses could include:
- Business Negotiation
- Web Technology Entrepreneurship

Learning Objectives and Core Skills

Entrepreneurship: Explore your own entrepreneurial strengths and weaknesses, cultivate foundational knowledge in how to build a business, and recognize opportunities. Define and refine an idea, develop the opportunity and create a business venture plan.

Entrepreneurial Leadership: Examine how business leaders adjust focus and leadership style as a company moves from startup to enterprise stage. Explore successful leadership qualities essential for business growth.

Business Planning for New Ventures: Participate in a collaborative workshop working with other students—prospective or current entrepreneurs—to review, critique and develop your business planning and communication skills.

Finance: Learn how to read financial statements; understand product costing, initial profit-and-loss development and break-even analysis; manage cash flow; and comprehend revenue models. Develop practical financial projections.

Social Media Marketing: Explore social media and semantic web strategies common to emerging new-media channels, as well as Internet, digital and mobile technologies. Learn how to establish performance goals, integrate new communications platforms, determine an optimal marketing mix and evaluate results.
Create and Manage Value

With the IDP certificate in Finance, you gain knowledge in one of the most complex and important areas of business management.

Explore the time value of money, capital budgeting, measurements of business performance and other financial concepts, in depth. Examine mergers and acquisitions, risk management and financial restructuring. Learn to make strong financial decisions that you can apply internationally, study trade finance, the unique challenges of international financial management and the international monetary system. This rigorous program is ideal preparation for an M.B.A. program, a career in the financial world or a future managing your own company.

Program Prerequisites

To qualify for this program, you should have completed an undergraduate degree and previous study in economics, accounting or finance and at least two years of relevant work experience.

Learning Objectives and Core Skills

Financial Accounting: Learn about the assumptions, principles and practices of financial accounting and how to apply these skills to business settings.

Corporate Finance: Learn financial management methods to make effective investing and financing decisions. Focus on the time value of money, risk and return, the cost of capital, valuation of stocks and bonds, and financial statement analysis. Understand capital management and multinational finance.

Investment Portfolio Management: Get an overview of securities markets and portfolio management. Topics include measurement of risk and return, operation of brokerage accounts and investment companies, and the principles of behavioral finance. Learn to evaluate investments, construct and manage a diversified portfolio, and measure portfolio performance.

International Finance: Understand risks and opportunities created by exchange rate fluctuations. Learn to identify arbitrage opportunities, construct an integrated exchange risk program and understand international capital market operations.

Business Valuation: Through conceptual analysis, learn the strengths, weaknesses and applications of economic, accounting and relative value models to pricing projects, private firms and public companies.

Capstone Course

Apply what you’ve learned throughout the Finance IDP to real-world situations. Using case studies, apply financial theory to key questions facing financial managers: What investments should the company make? How should the company finance its growth? What dividend policy should the company follow?
4-Month IDP
Global Business Management

Compete in the Global Economy

Get a practical, intensive foundation in business administration with the IDP in Global Business Management. Gain an understanding of how globalization influences international trade, as well as the complexities of international supply chains. Acquire practical knowledge of the international monetary system, in addition to cultural and legal factors that affect product development, distribution channels and promotion. The program prepares you for a career in a multinational company, a small business or further study in an M.B.A. program.

Learning Objectives and Core Skills

Management Accounting: Learn how managers use accounting data to make business decisions. Gain skills in analyzing financial statements and understand how costs are assigned to products and projects.

Economics: Examine successful international business strategies and how global forces affect business from a macro-economics perspective. Learn the basics of trade operations, international economics and finance.

Global Supply Chain Management: Learn fundamental concepts for integrating business enterprise operations. Synthesize and apply other Global Business Management course concepts to broaden your operational leadership capability.

International Finance: Understand risks and opportunities created by exchange rate fluctuations. Learn to identify arbitrage opportunities, construct an integrated exchange risk program and understand international capital market operations.

Business Negotiation: Learn to facilitate strategically planned negotiations, enhance organizational effectiveness, and manage conflicts cooperatively and successfully. Develop strategies to conduct successful international and multicultural negotiations.

Capstone Course

Applying principles learned throughout your program, use an online simulation to produce an integrated business strategy with other members of your team. Analyze and respond to competitors in a simulated international market, developing and revising strategy.

Program Prerequisites

To qualify for this program, you should have completed an undergraduate degree and prior study of business administration or finance, as well as at least two years of relevant work experience. Internships and short assignments do not count toward work experience.

Supplemental Topics

Additional courses may be added based on market trends. Sample courses could include:

- Sustainability and Ethics Seminar
- Risk Management in the Value Chain
4-Month IDP Marketing

Reach Your Audience

The IDP certificate in Marketing gives you the knowledge to understand the vital role of marketing in the success of any company.

Through case studies, team projects and simulations, you analyze current market conditions, investigate the relationships of product, price, promotion, distribution, customer relationship management and packaging; and learn to develop an integrated marketing plan. Whether you seek to be a marketing professional or manage a marketing department, the IDP certificate in Marketing provides you with the essentials to get started.

Supplemental Topics

Additional courses may be added based on market trends. Sample courses could include:

- Advertising and Social Media
- Global Marketing
- Green Marketing
- Integrated Marketing Communications
- Introduction to Public Relations
- Social Media Marketing Strategies

Learning Objectives and Core Skills

Marketing Principles: Build a foundation in essential marketing concepts and understand its strategic role. Learn about consumer, industrial and service marketing; selecting markets; product planning; and the integration of marketing with other business activities.

Marketing Research: Understand what market research can accomplish and how to use research tools and techniques in decision making. Follow the research process from inception to application of market research toward resolution.

Brand Management: Learn to develop and apply brand management strategies through a systematic model and process. Focus on brand equity and its growth through brand positioning, marketing programs and measurement of brand performance.

Marketing Strategy: Learn how to identify new market opportunities, develop recommendations and integrate marketing in an overall business strategy with other members of your team. Analyze and respond to competitors in a simulated international market, developing and revising strategy.

Capstone Course

Applying principles learned throughout your program, use an online simulation to produce an integrated business strategy with other members of your team. Analyze and respond to competitors in a simulated international market, developing and revising strategy.

Program Prerequisites

To qualify for this program, you should have completed at least three years of an undergraduate degree; no work experience is necessary.
4-Month IDP

Project Management

Lead Projects to Success

The IDP certificate in Project Management gives you the skills to keep complex projects on track, on time and on budget. As you learn to develop and lead projects in a cross-cultural environment, you also gain proven techniques for successful teamwork.

IDP topics align with guidelines from the Project Management Institute and skills from this certificate can be applied to leadership positions in diverse fields like manufacturing, research, software and product development, engineering, construction, health care, biotechnology and more.

Learning Objectives and Core Skills

Project Management: Through lectures, case studies and class projects, review differences between theory and practice, leading to development of a strong project plan. Explore functional, project and matrix environments.

Leadership and Team Building: Understand the basis for leadership and effective teamwork. Learn how to establish and implement efficient project communications and build and maintain a cohesive project team.

Scheduling and Risk Management: Learn how to create and refine activity duration estimates, define project activity dependencies, analyze workflow and use metrics to optimize a project schedule.

Cost and Procurement: Learn how to formulate and refine activity effort and cost estimates; use project-cost metrics, including earned value management (EVM) and project return on investment (ROI); aggregate project costs; and develop a project budget.

Scope and Quality Management: Learn how to collect requirements, define scope, develop a robust work breakdown structure, and understand the origins of quality management and its application to projects.

Business Negotiation: Learn to facilitate strategically planned negotiations, enhance organizational effectiveness, and manage conflicts cooperatively and successfully. Develop strategies to conduct successful international and multicultural negotiations.

Capstone Course

Combine various elements in project management to produce a realistic project baseline and create a project plan. You learn to manage project changes and, when necessary, update project objectives and plans; establish reporting and other communications to enhance project control; and use project metrics for monitoring and control, including EVM and other project status measures.

Program Prerequisites

To qualify for this program, you should have three years of an undergraduate degree completed; no work experience is necessary.

UC Berkeley Extension is recognized by the Project Management Institute Registered Educational Provider Program. The Project Management Institute is a global leader in the development of standards for the practice of project management.
8-Month Program
IDP + Internship

Put Your Knowledge to Work

Take part in a 4-month internship program after completing your 4-month IDP certificate. This 8-month experience allows you to put your skills and knowledge to use, while building your experience and professional network.

Work experience and an understanding of U.S. business practices is a competitive advantage that can help you start a new career, move up at your current job, launch a business or apply to a graduate program.

IDP offers internships within diverse industries:
- Advertising
- Corporate finance and banking
- Entertainment
- Health care
- Hospitality
- International trade
- Public relations
- Social media marketing
- Startup development and entrepreneurship

An internship coordinator guides you as you participate in a company fair to meet prospective internship mentors, create a résumé and develop interviewing skills. Depending on your work experience and academic background, internship responsibilities may range from entry-level tasks to more complex projects like preparing a business plan or financial presentation, increasing web or social media traffic, etc.

Internships are considered an academic program so you maintain your status as a full-time student. Visit the IDP website to learn more.

Thinking about an 8-month IDP Certificate + Internship?

YOUR TIMELINE: IDP CERTIFICATE and INTERNSHIP PREPARATION

WEEK 1  Attend internship orientation
WEEK 2  Attend résumé workshop
WEEK 2–4  Meet with an internship coordinator to strategize companies; begin research of available companies
WEEK 5  Attend internship company fair
WEEK 6  Register to participate in internship program
WEEK 7–8  Attend interview workshop
WEEK 9–12  Interview with prospective internship companies
WEEK 13–15  Rank internship choices
WEEK 15  Attend internship academic workshop
INTERNERSHIP PROGRAM
WEEK 1–15  Intern at a U.S. company
12-Month Program
Management and Business Track

Maximize Your Time and Learning

Acquire business skills in half the time of an M.B.A. program and immerse yourself in the California culture and lifestyle. Take full advantage of your time and learning opportunities with the 12-month Management and Business Track (MBT), combining academic study, intensive training and on-the-job work experience.

Start with a core 4-month IDP in Business Administration, Entrepreneurship or Global Business Management. Then, continue with a concentration 4-month IDP in Finance, Marketing or Project Management.

Once you complete eight months of intensive study, apply your in-depth training to an internship as the final portion of the MBT.

Optional Practical Training

If you complete the yearlong MBT, you may also be eligible for one full year of Optional Practical Training (OPT). OPT offers students with F-1 visa status the opportunity to gain paid work experience in the United States in their field of study. Please note that certain regulations and restrictions govern OPT, and you must have a completed university degree to apply.
Plan Your Program

Visualize your IDP experience. Keep in mind application deadlines are approximately five weeks prior to program start date. Fees are subject to change—for current dates, fees and deadlines, visit our website at extension.berkeley.edu/diploma.

**IDP Program Dates**

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<td>Spring</td>
<td>January–April</td>
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<td>Summer</td>
<td>May–August</td>
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<td>Fall</td>
<td>September–December</td>
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**IDP Program Fees: What’s Included?**

- Approximately 210 hours of instruction
- U.S. medical insurance
- Textbooks and course materials
- Registration fees
- Lectures, seminars and workshops led by Bay Area entrepreneurs and IDP instructors
- International student advising
- Cross-cultural training
- Orientation and graduation ceremony
- Certificate and transcripts

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**Your Application Checklist**

Ready to apply? A complete IDP application must include the following documents:

- Online enrollment application
- Statement of purpose and background
- Financial statement and certification (in English) dated within 90 days of your application
- Résumé/curriculum vitae (C.V.)
- Proof of English language proficiency
  - TOEFL: 79 (IBT)
  - IELTS Academic Format: 6.5
- Proof of university degree completion or university transcript showing three years of coursework, and English translation
- Copy of your passport photo identification page and expiration date
- $200 application fee (nonrefundable)

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**Fees and Estimated Minimum Expenses**

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<th>4-Month IDP</th>
<th>8-Month Program: IDP + Internship</th>
<th>12-Month Program: MBT</th>
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<tr>
<td>Program fee</td>
<td>$13,600</td>
<td>$16,600</td>
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<tr>
<td>Estimated living expenses</td>
<td>$8,400</td>
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<tr>
<td>Total fees and estimated expenses</td>
<td>$22,000</td>
<td>$33,400</td>
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Joining IDP: Next Steps

If you are accepted to the IDP certificate, you will receive a packet with important information about applying for your visa, paying your fees and more. More information is available at extension.berkeley.edu/static/international/acceptance.

Admission Details

F-1 Visa Application and F-1 Transfer Process
If you are not a U.S. citizen or permanent resident of the United States, you must apply for an F-1 student visa to attend IDP. Non-U.S. citizens entering the country with a visitor visa (B-1, B-2) or under the Visa Waiver Program are not permitted to engage in full-time study. (International Diploma Programs are full-time) Your IDP acceptance packet includes the Certificate of Eligibility (I-20) verifying that you have been admitted for full-time study.

If you are an F-1 student at a different U.S. institution, you must complete the F-1 transfer process to attend IDP. The transfer must be initiated by your current school.

Program Fee Payments
Payment is due 30 days before program start. Fees for the Management and Business Track should be paid in three installments. All payments must be made to UC Berkeley Extension in U.S. dollars. Four payment options are available: credit cards, bank wire transfers, Western Union Business Solutions and bank drafts. For details, visit extension.berkeley.edu/static/international/fees/idp/.

Cancellation Policy
If your cancellation is received in writing prior to the program start, you will receive a refund, less a $100 cancellation fee. The $200 application fee is nonrefundable. Requests for refunds after the start of the term will not be granted. If UC Berkeley Extension cancels a program, you will be notified and offered alternative arrangements if available; otherwise, you will receive a full refund. If your F-1 visa application is denied after you are accepted to IDP, you will receive a full refund of your program fee.

Housing Options
UC Berkeley Extension works with housing providers to help you locate housing, including private or shared apartments, student residences and homestays. More information can be found at extension.berkeley.edu/static/international/housing/.

Orientation
At the mandatory IDP orientation, you will learn about program requirements, receive your class schedule and meet staff. In addition, you will receive important information about medical insurance, visa documents, traveling and more.

IDP Program Requirement
Because this is a cohort-based program and full-time attendance is required to maintain your visa status, you must attend all scheduled courses. Courses generally run Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm, but are subject to variation.

Participating in this educational program does not in itself provide preference in admission to the University of California (UC). Students interested in applying to UC should refer to the UC Admissions website or the admissions office of the UC campus they wish to attend for details about the admissions process.