Professional Studies in Business and Management

University of California, Berkeley, Extension
extension.berkeley.edu/diploma

Find us on Facebook at facebook.com/BerkeleyIDP
Master the skills you need for a successful business career with an International Diploma Program (IDP) from UC Berkeley Extension. Earn a certificate through short-term, intensive study, and build on your certificate education with an internship opportunity at a U.S. business—all in less time than an M.B.A. program.

Choose one of four options:

- **2-Month IDP**  Spend a summer studying Business Administration or Management and Leadership.

- **4-Month IDP**  Focus on one area of study: Business Administration, Entrepreneurship, Finance, Global Business Management, Management and Leadership, Marketing, or Project Management.

- **8-Month Program: IDP + Internship**  After your 4-Month IDP, apply your knowledge in a 4-month internship with a U.S. company.

- **12-Month Program: Management and Business Track (MBT)**  Begin with a core 4-Month IDP in Business Administration, Entrepreneurship or Global Business Management; then, build specialized competency with a concentration 4-Month IDP in Finance, Management and Leadership, Marketing or Project Management. Finally, apply your new knowledge in a 4-month internship at a U.S. company.
## Contents

Your Global Advantage With IDP 4  
Plan Your Study 6  
2-Month IDPs  
  Business Administration 8  
  Management and Leadership 9  
3-Month Specialized Program in Marketing 10  
4-Month IDPs  
  Business Administration 12  
  Entrepreneurship 14  
  Finance 16  
  Global Business Management 18  
  Management and Leadership 20  
  Marketing 22  
  Project Management 24  
8-Month Program: IDP + Internship 26  
12-Month Program: MBT 28  
How to Apply 30  
Admission Details 32  
Deadlines and Fees 34  
Housing Information 35
Benefits of IDP

Learn the skills you need to succeed in business, from management to communication.

Understand other cultures and business practices by interacting with bright and ambitious students from more than 35 countries.

Experience life in the San Francisco Bay Area, one of the world’s most scenic, exciting destinations and a region renowned for technology, food, fashion, outdoor activities and innovative businesses.

Prepare to compete in the global marketplace, whether you choose to work for a multinational corporation, enter the family business or start your own venture.

Join a group of diverse, accomplished students that includes young professionals, experienced managers updating their skills in new fields, recent university graduates preparing for M.B.A. programs and company employees seeking management training.

Gain an invaluable resource: a global professional network.

What Is a Certificate?

A certificate program provides training and concentrated study more efficiently than a traditional degree program. An IDP certificate program offers:

- New skills for your current job or new career
- Instructors with extensive work experience
- A combination of academic theory and practical knowledge
The World Comes to Berkeley

Explore Berkeley

Studying in the International Diploma Programs places you in the heart of downtown Berkeley. You attend classes in the UC Berkeley Extension building, just a few short blocks from the UC Berkeley campus.

Berkeley is a dynamic community and part of the larger San Francisco Bay Area, the home of creative technology pioneers such as Google, Facebook and Twitter. Here, you’ll meet enthusiastic professionals who are committed to achieving their dreams. The city of Berkeley boasts a “melting pot” of traditions and welcomes diversity with open arms.

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 weekend farmers’ market, have coffee at a sidewalk café or take a hike in the wooded Berkeley hills. Visit street vendors on Telegraph Avenue, or enjoy an outdoor concert at the Greek Theatre. On any day of the week, from the hills to the bay, you can find enjoyable things to do in the diverse and colorful city of Berkeley.

Experience the Bay Area and Beyond

Scenic San Francisco is just west of Berkeley, across the San Francisco Bay. There, you can rent a bicycle and ride north across the Golden Gate Bridge or take a cable car through Chinatown to tourist favorite Fisherman’s Wharf. To experience the city’s hip literary past, explore the coffeehouses and bookstores of North Beach. Enjoy the colorful Victorian architecture of the Haight-Ashbury district, or take in the view of twinkling city lights, majestic bridges and the Pacific Ocean coastline from one of the city’s many famous hilltops.

In the state of California, many worlds are within your reach. Napa Valley, with its wineries and restaurants, is just an hour north of San Francisco. You can fly south to Los Angeles in an hour or drive northeast 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. And if you want to try your luck in Las Vegas, it’s a quick flight from Oakland or San Francisco. Whatever your interest, the place to explore it is only a short distance away.

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, Thailand, Venezuela, Vietnam and more
IDP offers 2-, 4-, 8- and 12-month options.
You can come for a short intensive session or spend an entire year developing your business skills:

2 MONTHS
Select one 2-Month IDP

4 MONTHS
Select one 4-Month IDP

8 MONTHS
Select one 4-Month IDP
Internship

12 MONTHS
Select one core 4-Month IDP
Select one concentration 4-Month IDP
Internship
IDP Term Availability

<table>
<thead>
<tr>
<th></th>
<th>Business Administration</th>
<th>Entrepreneurship</th>
<th>Marketing</th>
<th>Project Management</th>
<th>Global Business Management</th>
<th>Finance</th>
<th>Management and Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall term (September start)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Spring term (January start)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Summer term (May start)</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Summer 2-month (June start)</td>
<td>✔</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

Fall term: September–December
Spring term: January–April
Summer term: May–August
Summer 2-month: June–August
FAST TRACK YOUR BUSINESS TRAINING

If you are new to business and desire a practical understanding of the field or plan to transition to a position that requires knowledge of U.S. business principles, this 2-Month IDP is ideal. Similar to the 4-Month IDP in Business Administration, you study subject areas such as accounting, economics, finance, organizational management and marketing, but in an intense, fast-paced format. Additional hands-on training through specialized workshops and seminars further solidify and enhance your foundational knowledge.

This program is offered as a 2-Month IDP in the summer term (June start) only. Students completing a 2-Month program do not qualify for an internship.

Core Courses*

- Management Accounting
- Organization and Management
- Business Negotiating
- Applied Economics for Business
- Introduction to Marketing
- Quantitative Methods: Business Forecasting and Planning
- Corporate Financial Management
- Capstone Course: Strategic Business Management

*See page 13 for course descriptions.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Management Accounting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Organization and Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Negotiating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Applied Economics for Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Quantitative Methods: Business Forecasting and Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corporate Financial Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capstone Course: Strategic Business Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4-MONTH IDP IN BUSINESS ADMINISTRATION

This IDP certificate is also available in a 4-month format in the fall, spring and summer terms. See page 12 for more information.

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Business Administration IDP information, visit extension.berkeley.edu/static/international/idp/businessadministration. Supplemental topics, course titles, descriptions and content are subject to change.
IMPROVE YOUR MANAGEMENT SKILLS

If you have business experience or have a supervisory or leadership role in your current position, the 2-Month IDP in Management and Leadership builds on your skill set so that you are a more confident and capable manager. This intensive 2-month option fast-tracks your learning, allowing you to quickly develop skills in subjects such as management, talent and workforce development, organizational communication strategies and negotiation, among many others. Start your journey to becoming the effective leader that your company needs.

This program is offered as a 2-Month IDP in the summer term (June start) only. Students completing a 2-Month program do not qualify for an internship.

**Core Courses***
- Effective Leadership and Management
- Organizational Communication Strategies for Managers
- Leading Organizational Change
- Business Ethics and Social Responsibility

*See page 21 for course descriptions.

**Program Prerequisites**

You should have completed an undergraduate degree and at least two years of substantial, relevant work experience. Internships and short assignments do not count toward work experience.

**Supplemental Topics**

Additional required courses will be added based on audience and market trends. Topics may include:
- Business Ethics and Social Responsibility
- Business Negotiating
- The Leader’s Role in Managing and Developing Talent
- Management Accounting

**Your Course Schedule at a Glance**

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**4-Month IDP in Management and Leadership**

This IDP certificate is also available in a 4-month format in the fall and spring terms. See page 20 for more information.

NOTE: This is an example of a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date information, visit extension.berkeley.edu/static/international/idp/leadership. Supplemental topics, course titles, descriptions and content are subject to change.
Hone Your Marketing Skills

Build on your existing marketing-industry knowledge to gain a competitive edge in your marketing career. The 3-Month Specialized Program in Marketing provides hands-on tools and effective strategies to ensure your skills are current and relevant in the new age of digital marketing. Instructors—who are industry insiders working in all types of companies, from Silicon Valley startups to multinational corporations—ensure you understand the role that cross-cultural communications, ethics and leadership play in a successful marketing career.

Internships are not available for this program. This program is offered in the spring term (February start) only.

Your Sample Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Marketing IDP information, visit extension.berkeley.edu/static/international/idp/specialized_marketing. Supplemental topics, course titles, descriptions and content are subject to change.

Program Prerequisites

To qualify for this program, you must have at least three years of university study. You must also have completed an Introduction to Marketing course or equivalent.

4-Month IDP in Marketing

If you don’t have previous marketing and communications experience, you may want to consider our 4-Month IDP in Marketing. See page 22 for more information.
Program Courses

The Specialized Program in Marketing offers 150–180 hours of coursework, or between five and eight courses. Sample courses include:

- Business Ethics and Social Responsibility
- Communicating Across Cultures
- Consumer Buying Behavior
- Financial Analysis Modeling With Excel
- Green Marketing: Principles and Trends for Marketing That Matters
- Introduction to Advertising
- Introduction to CRM From a Marketing Perspective
- Introduction to Public Relations
- Marketing Research: Concepts and Techniques
- Marketing Strategies for Entrepreneurs
- Social Media and Marketing Communications
- Strategic Brand Management

The academic director determines the final course list by Dec. 1 for the following February program start.
BUILD A FOUNDATION

If you want a practical understanding of business or plan to transition to a position that requires knowledge of U.S. business principles, this program 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 work as an integral part of a multicultural team.

This program is offered as a 4-Month IDP in fall, spring and summer. Regardless of your academic field, this program is appropriate if you have had some exposure to business topics but have minimal overall knowledge of business.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
</table>

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Business Administration IDP information, visit extension.berkeley.edu/static/international/idp/businessadministration. Supplemental topics, course titles, descriptions and content are subject to change.

2-MONTH IDP OPTION

The IDP certificate in Business Administration is also available as an accelerated 2-Month IDP, available during the summer term only (June start). Internships are not available for 2-Month IDP students. For more information, see page 8.

PROGRAM PREREQUISITES

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

Management Accounting is a general introduction to financial and managerial accounting. The goal is to teach you how managers use relevant accounting data to make business decisions. In addition to basic accounting concepts, you learn to analyze and interpret financial statements; define various cost terms, concepts and classifications; and understand how costs are gathered and assigned to products and projects.

Organization and Management introduces current management concepts and practices. As you go through the course, you experience a variety of management challenges and develop an awareness of your own supervisory and work style as you face challenges with your team. You learn to diagnose organizational problems and conflicts, as well as develop plans and specific strategies to resolve them.

Business Negotiating presents a practical, positive approach to negotiate effectively in any situation. You apply the concepts learned to facilitate strategically planned negotiations, enhance organizational effectiveness with peers and supervisors, and manage interpersonal and group conflicts cooperatively and successfully. You also learn strategies to conduct successful international and multicultural negotiations for best possible outcomes.

Applied Economics for Business introduces you to the theory of supply and demand as it applies to markets. You will learn how demand is determined and how a firm’s costs are categorized, as well as the true costs associated with making decisions. In addition to exploring how public policy affects markets and how markets operate, you learn the limitations of the market system and the remedies for these limitations.

Introduction to Marketing lays the foundation for essential marketing concepts, terminology and practices. You learn about consumer, industrial and service marketing; selecting markets; product planning, pricing and distribution; and the integration of marketing with other business activities. You gain an understanding of the principles of marketing and the role of marketing in an organization’s strategic plan.

Quantitative Methods: Business Forecasting and Planning presents basic statistical techniques that are useful for preparing individual business forecasts and long-range plans. You learn practical application and cutting-edge forecasting methodology developed to forecast business trends, and you employ several case studies describing these applications.

Corporate Financial Management is structured around two major decisions: what investments the firm should make and where the firm should find the cash for those investments. The emphasis throughout the course is on the practical application of financial concepts to common business decisions.

CAPSTONE COURSE

Strategic Business Management enables you to apply the core concepts learned in the program to create a well-defined and custom strategic business plan. You gain a broader perspective on how to create a high-performing company, as well as the vocabulary to foster communication and collaboration.
DEVELOP YOUR BUSINESS IDEA

Learn the core competencies of entrepreneurship whether you are thinking of running a traditional small company, wish to invigorate an established family business or if you are planning a high-tech startup. Gain solid business skills while formulating your ideas and developing the ideal strategies to bring them to fruition. This IDP program exposes you to theoretical and practical knowledge to help move your innovative ideas forward—either as an entrepreneur in your own business or as an “intrapreneur” at an established company. You learn from instructors who are business owners, consultants and entrepreneurs. Through a site visit, you gain exposure to highly successful entrepreneurs; the Silicon Valley culture; startup accelerators; and the fast-paced, high-growth startup environment.

This program is offered in the fall and spring terms only. It is ideal if you are an aspiring entrepreneur who is seriously thinking of becoming a business owner and/or starting your own venture. To be accepted, you should have conceptualized an idea that you can develop in the progression of the program, culminating in a presentation to a panel of entrepreneurs and colleagues. See special application requirements (page 30). You must answer the required questions and submit them with your application.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This is an example of a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date information, visit extension.berkeley.edu/static/international/idp/entrepreneurship. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

Entrepreneurship and Opportunity Recognition teaches you how to become a successful entrepreneur. By exploring your own entrepreneurial strengths and weaknesses, you gain a foundation in how to build your business. Prepare to define and refine the idea, develop the opportunity, and create a business venture plan.

Leadership for Entrepreneurs shows you how an entrepreneurial leader must adjust both focus and leadership style as the company moves from startup to enterprise. By examining successful leadership qualities, you understand how they adapt their focus and leadership styles to enhance the growth potential of their businesses.

Developing a Business Plan for Startup Ventures gives you the opportunity to participate in a collaborative workshop environment in which you review all of the previously learned steps in the planning process for a business venture. You work with other students—prospective or current business entrepreneurs—to write, review, critique and further develop your business planning, writing and communication abilities.

Finances for Entrepreneurs and Small Business Owners provides instruction on how to read basic financial statements; understand product costing, initial profit-and-loss development and break-even analysis; manage cash flow; and comprehend various revenue models. Develop practical financial projections that can immediately affect business operations.

Social Media Marketing Strategies explores social media and semantic web strategies and tactics that are facilitated by contemporary and emerging new-media channels, as well as Internet, digital and mobile technologies and platforms. Learn how to establish realistic business and performance goals in this new environment; integrate new communications platforms and technologies into existing marketing plans; systemically evaluate new technologies and delivery platforms to determine an optimal marketing mix, given objectives and available resources; and evaluate in-market results.

SUPPLEMENTAL TOPICS

Additional required courses will be added based on audience and market trends. Sample courses include, but are not limited to, the following:

• Business Negotiation
• Web Technology Entrepreneurship
• Accelerator Seminar

“My suggestion to future students is to be ready for an incredible journey that is going to take you out of your comfort zone, reveal your true personalities and educate you in a way you may have never thought was possible.”

YANICK AYMONE, SWITZERLAND
Entrepreneurship

NOTE: This certificate is currently under review and the curriculum is in effect until May 2016. Courses in the Summer 2016 term may be subject to change. See the website for the most up-to-date information or email idp@berkeley.edu.
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. You explore in depth the time value of money, capital budgeting, measurements of business performance and other financial concepts. You also examine mergers and acquisitions, risk management, and financial restructuring. To make strong financial decisions that you can apply internationally, you 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.

This program is offered in the spring and summer terms only. This program is reserved for students with a bachelor’s degree and work experience and for students who can demonstrate a foundation in related coursework.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Finance IDP information, visit extension.berkeley.edu/static/international/idp/finance. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

**Financial Accounting: A User’s Perspective** introduces you to the assumptions, principles and practices of financial accounting. This course comprises a mix of descriptive material, financial accounting rules and lessons applying these rules to various business situations.

**Basic Corporate Finance** introduces you to the concepts and methods that financial managers use to make effective investing and financing decisions, and it begins to explore the ways in which value is created and measured. You devote specific attention to the time value of money, risk and return, the cost of capital, valuation of stocks and bonds, and an overview of financial statement analysis.

**Intermediate Corporate Finance** examines the concepts, techniques and tools that financial managers use to make effective investing, financing and working capital-management decisions. Understand advanced capital-budgeting topics, financing decisions, working capital management and multinational finance.

**Investment Portfolio Management** provides an overview of securities markets and portfolio management. Topics include measurement of risk and return, operation of brokerage accounts and investment companies, management of bond portfolios, valuation and use of options, construction of efficient portfolios, and the principles of behavioral finance and technical analysis. You learn to evaluate investments, construct and manage a diversified portfolio, and measure its risk-adjusted performance.

**International Finance** provides the tools to understand key issues in international finance, such as risks and opportunities created by changes in exchange rates and the use of international markets as sources of financing. You learn to convert currencies using spot, future and cross rates; identify arbitrage opportunities; value currency futures and options; and forecast exchange rates based on the relationships or parity conditions that should apply between spot rates, forward rates, inflation rates and interest rates. You also learn to identify and manage economic exposure, construct an integrated exchange risk program, and understand the operation of international capital markets.

**Business Valuation** incorporates economic, accounting and relative value models to pricing projects, private firms and public companies. Through conceptual analysis and examples, you learn the strengths, weaknesses and applications of these tools.

**CAPSTONE COURSE**

**Applied Corporate Finance** enables you to apply what you’ve learned throughout the Finance IDP to “real-world” situations. Using case studies, you apply financial theory to the three main questions facing financial managers:
- What investments should the company make?
- How should the company finance its growth?
- What dividend policy should the company follow?

“The Finance IDP was fortunate to have students with completely different backgrounds and expertise, so we exchanged experiences in a practical and interactive way. The instructors have shown great capacity to help students from diverse nationalities absorb professionally relevant information in such a short time. I feel prepared and comfortable to pursue my finance career.”

GABRIEL D’AGOSTINI, BRAZIL
Finance
COMPETE IN THE WORLDWIDE ECONOMY

Get a practical, intensive foundation in global administration with the IDP certificate in Global Business Management. Gain an understanding of how globalization influences international trade, as well as the complexities of the global supply chain. You 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 family-owned business or further study in an M.B.A. program.

This program is offered in the fall and spring terms only. This program is reserved for students with a bachelor’s degree and work experience and for students who can demonstrate a foundation in related coursework.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
</table>

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Global Business Management IDP information, visit extension.berkeley.edu/static/international/idp/globalbusiness. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

Management Accounting is a general introduction to financial and managerial accounting. The goal is to teach you how managers use relevant accounting data to make business decisions. In addition to basic accounting concepts, you learn to analyze and interpret financial statements; define various cost terms, concepts and classifications; and understand how costs are gathered and assigned to products and projects.

Global Marketing Principles introduces you to marketing concepts and practices in a global business environment. Gain an overview of the dynamics and trends in international marketing, including segmentation; consumer buying behavior; marketing strategies; and managerial, legal and financial aspects of global marketing.

International Economics examines successful international business strategies and how global forces affect your business and career. You learn the basics of trade operations, international economics and finance. The topic is approached from a macroeconomics perspective.

Global Supply Chain Management provides a practical understanding of the fundamentals of this topic to use as a strategic leverage for integrating the operations and functions of a business enterprise toward sustained success. You integrate the insights learned from other Global Business Management courses, synthesizing concepts to practical application to deepen and broaden your operational leadership capability.

International Finance provides the tools to understand key issues in international finance, such as risks and opportunities created by changes in exchange rates and the use of international markets as sources of financing. You learn to convert currencies using spot, future and cross rates; identify arbitrage opportunities; value currency futures and options; and forecast exchange rates based on the relationships or parity conditions that should apply between spot rates, forward rates, inflation rates and interest rates. You also learn to identify and manage economic exposure, construct an integrated exchange risk program, and understand the operation of international capital markets.

Business Negotiating presents a practical, positive approach to negotiate effectively in any situation. You apply the concepts learned to facilitate strategically planned negotiations, enhance organizational effectiveness with peers and supervisors, and manage interpersonal and group conflicts cooperatively and successfully. You also learn strategies to conduct successful international and multicultural negotiations for best possible outcomes.

CAPSTONE COURSE

Global Business and Marketing Strategy provides knowledge and skills in strategic management. Applying principles learned throughout your program, you use a competitive online simulation to produce an integrated business strategy with other members of your team. You analyze and respond to competitors in a dynamic, simulated international market, developing and revising strategies in light of your company’s changing situation.

SUPPLEMENTAL TOPICS

Additional required courses will be added based on audience and market trends. Sample courses include, but are not limited to, the following:

- Sustainability and Ethics Seminar
- Risk Management in the Value Chain
BECOME AN EFFECTIVE LEADER

Get focused, intensive instruction in the concepts, skills and functions of business management with the IDP certificate in Management and Leadership. In this program, you learn to lead a productive workforce and address ethical matters that concern organizations. You also gain skills to communicate effectively with staff and senior management teams while learning to motivate employees and influence change across organizations. You learn current trends, practices and models in management theory and gain practical experience by consistently applying what you learn through a highly dynamic and engaging class format that includes group discussions, case studies and hands-on exercises.

This program is offered as a 4-Month IDP in fall and spring. It is appropriate if you have a bachelor’s degree and work experience.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Effective Leadership and Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplemental Topic 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplemental Topic 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Organizational Communication Strategies for Managers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leading Organizational Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplemental Topic 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplemental Topic 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This is an example of a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date information, visit extension.berkeley.edu/static/international/idp/leadership. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

Effective Leadership and Management teaches you how to apply concepts and strategies to navigate and influence your organization’s behavior. By understanding how individual and organizational behavior impact the achievement of business goals, you can increase your employees’ and company’s overall performance.

Organizational Communication Strategies for Managers offers the skills to communicate effectively in a complex business environment. Learn how to be flexible so you can communicate both upstream and downstream, as well as with vendors, clients, stakeholders and other partner organizations from a variety of business cultures.

Leading Organizational Change will help you understand the psychology of individual and organizational change from a human dynamic perspective and its implications for managing change. You will gain valuable insights into how to foster good will and commitment during times of transition and on the critical success factors in implementing organizational change.

SUPPLEMENTAL TOPICS

Additional required courses will be added based on audience and market trends. Courses may include:

Business Ethics and Social Responsibility explores ethical issues from the business perspective, focusing on social, political and legal issues.

Business Negotiating presents a practical, positive approach to negotiate effectively in any situation.

The Leader’s Role in Managing and Developing Talent strengthens your ability to better manage staff and to understand current trends in managing and communicating most effectively with employees.

Management Accounting gives you a general introduction to financial and management accounting. You learn how to use relevant accounting data to make effective business decisions as a manager.
REACH YOUR TARGET

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.

*Regardless of your academic field, this program is appropriate if you have had some exposure to business topics but minimal overall knowledge of marketing.*

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Introduction to Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Research: Concepts and Techniques</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Supplemental Topic 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Supplemental Topic 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Strategic Brand Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marketing Strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Global Business and Marketing Strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Marketing IDP information, visit extension.berkeley.edu/static/international/idp/marketing. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

Introduction to Marketing lays the foundation for essential marketing concepts, terminology and practices. You learn about consumer, industrial and service marketing; selecting markets; product planning, pricing and distribution; and the integration of marketing with other business activities. You gain an understanding of the principles of marketing and the role of marketing in an organization’s strategic plan.

Marketing Research: Concepts and Techniques examines the central concepts of marketing research and helps you understand what market research can accomplish and how to use research tools in decision making. You follow the research process from the determination of an organization’s marketing problem to the application of the appropriate research to resolve that problem.

Strategic Brand Management teaches you to define, develop and apply tactics and strategies in brand management through a systematic model and process. You focus on the concept of brand equity and its creation and growth through brand positioning, marketing programs, measurement of brand performance, and strategies to sustain and build over time.

Marketing Strategy synthesizes the knowledge you gained throughout the program and helps you formulate a marketing strategy. You learn how to discover new market opportunities, develop recommendations and integrate marketing in an overall business strategy.

CAPSTONE COURSE

Global Business and Marketing Strategy provides knowledge and skills in strategic management. Applying principles learned throughout your program, you use a competitive online simulation to produce an integrated business strategy with other members of your team. You analyze and respond to competitors in a dynamic, simulated international market, developing and revising strategies in light of your company’s changing situation.

SUPPLEMENTAL TOPICS

Additional required courses will be added based on audience and market trends. Sample courses may include:

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

“Studying in IDP is more than just studying marketing in a global environment—I learned a lot of things from conducting group projects with classmates from different cultures. It was definitely an irreplaceable experience that I would not have had if I stayed in my country.”

YOKO SHIDA, JAPAN
Marketing
LEAD PROJECTS TO COMPLETION

The IDP certificate in Project Management gives you the skills to keep complex projects on task, 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. You can use these tools in leadership positions in such diverse fields as manufacturing, research, software and product development, engineering, construction, health care, and biotechnology. No matter where your career takes you, the IDP certificate in Project Management gives you an invaluable edge in the global economy.

The Project Management IDP is primarily designed for students who have little to no experience in project management. However, advanced topics align with guidelines from the Project Management Institute, offering knowledge appropriate for an intermediate to advanced project management student. This program is also suitable if you have minimal business experience.

Your Course Schedule at a Glance

Monday–Friday, 9:30 am–12:30 pm and 1:30–4:30 pm (subject to variation)

<table>
<thead>
<tr>
<th>Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Project Management</td>
<td>Project Leadership and Building High-Performing Teams</td>
<td>Project Schedule and Risk Management</td>
<td>Project Cost and Procurement Management</td>
<td>Project Scope and Quality Management</td>
<td>Business Negotiating</td>
<td>Project Execution and Control</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: This is a typical course schedule. Your program may follow a different schedule from the one shown here, and workshops and seminars may be added. For the most up-to-date Project Management IDP information, visit extension.berkeley.edu/static/international/idp/projectmanagement. Supplemental topics, course titles, descriptions and content are subject to change.
Core Courses

**Project Management** reviews the differences between theory and practice, leading to development of a strong project plan. Through lectures, case studies and class projects, you explore functional, project and matrix environments.

**Project Leadership and Building High-Performing Teams** provides the basis for leadership and effective teamwork. Learn how to establish and implement good, efficient project communications; build and maintain a cohesive project team; and work with project stakeholders and manage their expectations.

**Project Schedule and Risk Management** teaches you how to create and refine activity duration estimates, define project activity dependencies, analyze workflow to determine critical paths, understand and use project schedule metrics to optimize a project schedule, and set a schedule baseline.

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

**Project Scope and Quality Management** helps you 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 Negotiating** presents a practical, positive approach to negotiate effectively in any situation. You apply the concepts learned to facilitate strategically planned negotiations, enhance organizational effectiveness with peers and supervisors, and manage interpersonal and group conflicts cooperatively and successfully. You also learn strategies to conduct successful international and multicultural negotiations for best possible outcomes.

**CAPSTONE COURSE**

**Project Execution and Control** enables you to 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.

“IDP is a great platform. Through in-class exercises, I was able to put effective project management strategies to use. I modified these strategies and made them more effective based on a company’s needs. This practical experience will surely add to my project management skills in my future career as a sustainable architect.”

DIVYA MALLAVARAPU, INDIA
Project Management and Internship

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.
PUT YOUR KNOWLEDGE TO WORK

Add a 4-month internship program after successful completion of your 4-Month IDP certificate. An internship gives you the opportunity to put your skills, knowledge and experience to practical use. You learn U.S. business practices and gain invaluable professional experience to include on your résumé. This experience can be the competitive advantage that will help you start a new career, return to your current position, launch a new business, manage an existing business or apply to a graduate program.

IDP provides a range of internship positions within diverse industries:

- Advertising
- Corporate finance and banking
- Entertainment
- Health care
- Hospitality
- International trade
- Public relations
- Social media marketing
- Start-up development and entrepreneurship

Depending on your work experience and academic background, the internship experience may range from entry-level duties to more complex responsibilities such as creating a global stock presentation, preparing a business plan or financial presentation for a venture capitalist, increasing traffic to a company’s website and social media, or establishing international contacts to build a client base. Most internships are located in the San Francisco Bay Area.

IDP Internship Companies*

- Bayer HealthCare
- BioXpertz
- Cannell Capital LLC
- CivicSolar
- Docker Inc.
- FT Accelerator
- Gracenote
- Intrax
- Kiverdi
- Martin Wolf Securities
- Pacific Soybean & Grain
- San Francisco Center for Economic Development
- Shaklee Corporation
- Timbuk2
- TMC Financing
- T-We Tea
- WealthVest Marketing
- Working Solutions

*This is a partial list of internship companies and is subject to change. Placement in an internship is not guaranteed, is subject to acceptance by a company and is at the discretion of the internship coordinator.
Becoming an Intern

You must apply to become an intern while you are participating in one of the 4-Month IDPs. To qualify for an internship, you must meet all of the following requirements:

- Have an overall grade point average of 2.5 or higher in your IDP coursework
- Earn a grade of C or higher in all IDP courses
- Be a student in good standing throughout the duration of your program

An internship coordinator assists as you attend an internship orientation, participate in a company fair to meet prospective internship mentors, create a résumé and develop interviewing skills. Securing the internship requires interviewing for the position, just as you would interview for a full-time job. Once you obtain an internship, an internship instructor ensures you meet the program’s academic requirements. In addition, an internship site supervisor monitors your performance and attendance throughout the entire internship experience.

Your internship is considered an academic program: You earn academic credit for your participation and maintain your status as a full-time student.

8-Month Program: IDP + Internship

<table>
<thead>
<tr>
<th>TERM 1</th>
<th>4-MONTH IDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration or Entrepreneurship or Global Business Management or Finance or Management and Leadership or Marketing or Project Management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TERM 2</th>
<th>INTERNSHIP PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship at a U.S. Company</td>
<td></td>
</tr>
</tbody>
</table>

Internship Steps and Timeline

<table>
<thead>
<tr>
<th>TERM 1: WHILE YOU ARE AN IDP STUDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
</tr>
<tr>
<td>Week 2</td>
</tr>
<tr>
<td>Weeks 2-4</td>
</tr>
<tr>
<td>Week 5</td>
</tr>
<tr>
<td>Week 6</td>
</tr>
<tr>
<td>Week 7</td>
</tr>
<tr>
<td>Weeks 9-12</td>
</tr>
<tr>
<td>Weeks 13-15</td>
</tr>
<tr>
<td>Week 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TERM 2: INTERNSHIP PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weeks 1-15</td>
</tr>
</tbody>
</table>

“For me, the internship was the best part of my IDP experience. The startup environment and the people made me comfortable, and I learned a lot about the industry, its players and new tools that are common in their daily workflow. I also was able to interact with other companies while I was prospecting some potential service providers.”

ROBERTO HASHIOKA, BRAZIL
(left, pictured with supervisor at Docker Inc.)
Global Business Management and Internship
A COMMITMENT TO LEARNING

Acquire business skills in half the time of an M.B.A. program and maximize your time and potential with the 12-Month Management and Business Track (MBT). The MBT combines 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, Management and Leadership, Marketing, or Project Management. Depending on your choice of programs, the second-term concentration program may offer some of the same courses as the first term. It is not necessary to repeat courses or take alternate courses to complete the MBT.

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

To continue with your concentration 4-Month IDP or the Internship Program, you must maintain an overall grade point average of 2.5 or higher, and you must earn a C or higher in all of your courses.

12-Month Program: Management and Business Track

<table>
<thead>
<tr>
<th>TERM 1</th>
<th>TERM 2</th>
<th>TERM 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE 4-MONTH IDP</td>
<td>CONCENTRATION 4-MONTH IDP</td>
<td>INTERNSHIP PROGRAM</td>
</tr>
<tr>
<td>Business Administration or Entrepreneurship or Global Business Management</td>
<td>Finance or Management and Leadership or Marketing or Project Management</td>
<td>Internship at a U.S. company</td>
</tr>
<tr>
<td>4 Months</td>
<td>4 Months</td>
<td>4 Months</td>
</tr>
<tr>
<td>12 Months</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“Being a IDP student is an unique experience to learn not only about business but also about different cultures, including other students’ previous professional experiences. All of this new knowledge contributed to the overall experience and will allow me to seek new professional goals and objectives. IDP exceeded my expectations.”

JIHAD PEREIRA MAUAD, BRAZIL
Management and Business Track

“Throughout the program, I have established strong friendships with my classmates from all over the world. Due to the compact size and nature of the program, I was able to spend lots of time with my fellow students while doing projects and hanging out after class. The instructors are helpful and friendly but remain strict with students on school work to ensure that we make the most out of the learning experience here.”

FAZALIAH ARSAD, SINGAPORE
Management and Business Track

“The MBT program helped me develop the necessary skills to meet the challenges of a more demanding and connected working environment. I learned that personal commitment oriented by objectives and the support of fellow students and instructors is key to achieving goals. To sum up, it represents partnership and teamwork—what is necessary for any successful professional career.”

RAFAEL VASCONCELOS DE ABREU, BRAZIL
Management and Business Track
How to Apply

Please request the enrollment application at extension.berkeley.edu/diploma, and gather the necessary supporting documents. Only complete applications will be considered for admission.

Your Application Checklist
A complete application must include the following documents:

☐ Enrollment application
Submit a request at extension.berkeley.edu/diploma, under “How to Apply.”

☐ Statement of purpose and background
Please type a brief statement in your own words (maximum 350 words is recommended) explaining your interest in the proposed field of study and your previous background. Be sure to:
- Include your full name and the name of the IDP certificate to which you are applying.
- Explain your career goals and how your program selection will help you achieve those goals.
- Discuss your academic and/or work experience.
- Describe coursework or work experience that meets specific prerequisites for the program to which you are applying.
If you are applying to the Entrepreneurship program, please answer the following questions in addition to those above:
- Describe your current business or future business concept. Include at what stage you are in developing this idea.
- If you have already developed this idea, please include any research done on related market and competition. Please provide clear and concise details.
- Why do you think the world needs another business (that is, your business)?

☐ Financial statement and certification (in English) dated within 90 days of your application
The U.S. government requires you to demonstrate that sufficient financial resources will be available to you while studying in the United States. Please use the chart on p. 30 to estimate your total expenses. You may provide financial certification in one of two ways:
- Complete the “Financial Statement and Certification” form on the online application homepage. If someone else is providing proof of financial support, please clearly indicate your relationship to this person and ensure he or she signs where indicated.
- Upload a bank statement (monthly account record).
Note: If family members will be accompanying you to the United States, you must add $600 per month for your spouse and $400 per month for each child to your estimated expenses (figures in U.S. dollars).

☐ Résumé/curriculum vitae (C.V.)
- Include a chronological list of all employment and the duties that you performed.
- Include all degrees earned or courses attended and any other experience that may be of interest to the academic review committee.

☐ Proof of English language proficiency
Please upload your score from an English language test in accordance with the requirements below. Results must be from a test taken within the past two years. The ETS Institution code is 9216, and the department code is undergraduate.
- TOEFL: 79 (IBT)
- IELTS Academic Format: 6.5
You are required to submit official evidence of English language proficiency. Exemptions are made if you hold a bachelor’s degree (or higher) from a university located in the United States or in another country in which English is both the official spoken language and the medium of instruction.

☐ Proof of university degree completion or university transcript and English translation
You must have completed at least three years of undergraduate study for IDP admission.
- If you are a graduate of a recognized academic institution outside the U.S., send a copy of your diploma and an original English translation if necessary showing award of a degree that is equivalent to a U.S. bachelor’s degree. Equivalency is determined by the International Diploma Programs office. If you have not yet graduated, please provide a transcript for the highest level of education completed.
- Send an original and official, complete record of each course studied and the marks earned in each subject (complete academic transcripts). Academic records should be issued in their original languages and accompanied by original English translations (usually prepared by the university or an official translator).
- Academic records or transcripts must be issued by the school and should include the school’s stamp or embossed seal and the signature of the authorized school official.
Note: If you have both undergraduate and graduate degrees, please submit original, official and complete records for both.
Copy of your passport photo identification page and expiration date
- Upload the page in your passport showing your full name and the expiration date.
- Upload the same passport page for any dependents traveling with you.
- Passports must be valid for at least six months at any point during your program of study in the United States.

$200 application fee (nonrefundable)
- Your application cannot be reviewed without this fee.

Send proof of university degree completion or university transcript by airmail or courier to:
UC Berkeley Extension
International Student Administrative Services
1995 University Ave., Suite 110
Berkeley, CA 94704-7000 USA

Note: Please do not include any application materials, such as letters of recommendation, that are not mentioned on pp. 30–31 of this brochure. We cannot consider any additional information, and the documents will not be returned to you.

Access to your documents
Once submitted, all application materials become the property of UC Berkeley Extension and cannot be returned, duplicated or forwarded to a third party at any time.

Notice of acceptance
The full application review process can take three to four weeks. Applications are reviewed on a rolling basis in the order they are received, and only complete applications will be reviewed. IDP courses can fill before the application deadline, so submit your completed application as soon as possible. Monitor your application status in the UC Berkeley Extension online student account; you can view notes about your application and FedEx tracking information. You will be notified by mail regarding your acceptance status and further instructions.

Transfer from another program
If you are a current F-1 student completing your studies at a different U.S. institution, you must complete the F-1 transfer process. The transfer process is initiated by the school you are currently attending and is completed through the Student and Exchange Visitor Information System (SEVIS) by UC Berkeley Extension. Complete the Transfer Verification Form with the help of the international student adviser at your current school. Once the form is complete, you or your adviser can submit it to the UC Berkeley Extension International Student Administrative Services office.
Admission Details

If you are accepted for admission, you will receive an acceptance packet with important information about applying for your visa, paying your fees and enrolling in your program. Please be sure to read this information carefully, and contact us if you have any questions. More information is available at extension.berkeley.edu/static/international/acceptance.

F-1 Visa Application Process

If you are not a U.S. citizen or permanent resident of the United States, you must obtain an F-1 student visa to attend the International Diploma Programs. We recommend you do not make or pay for travel arrangements until you have received your F-1 visa. 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. IDPs are full-time programs.

Your acceptance packet includes the Certificate of Eligibility (I-20) from UC Berkeley Extension verifying that you have been admitted into a full-time course of study. To apply for an F-1 student visa, take your acceptance documents, passport and your most current financial statement to the nearest U.S. embassy or consulate.

Program Fee Payments

Payment of the $13,500 program fee for a 4-Month IDP or $6,900 for the 2-Month IDP is due 30 days before the first day of class. Fees for the Management and Business Track should be paid in three installments: The first two installments of $13,500 and $13,000 are due 30 days before the start of the first and second terms, respectively, the third installment of $2,500 is due five weeks into the start of the second term.

Payments must be made directly to UC Berkeley Extension in U.S. dollars. Four payment options are available:

1. **Credit cards.** MasterCard, Visa and American Express are accepted. You may also pay fees online using your student account.

2. **Bank wire transfers.** They must be made in U.S. dollars and sent to:
   - **Bank of America**
   - 1655 Grant St.
   - Concord, CA 94520 USA
   - **Account number:** 0175380001
   - **Beneficiary:** University of California Regents
   - **Beneficiary information:** UC Berkeley Extension International Student Services
   - **Routing number:** 0260-0959-3
   - **Swift code:** BOFAUS3N

   All wire fees charged by the bank are the sender’s sole responsibility. You are not officially enrolled until International Student Administrative Services is able to successfully track and identify your wire transfer. You must scan and email a copy of your wire confirmation receipt directly to extension-intl@berkeley.edu or fax it to +1-510-643-0216. The wire-tracking process may take 10–15 days. No wire transfers will be accepted once the term has commenced.

3. **Western Union Business Solutions.** This payment portal allows you to pay your account balance in the currency of your choice and provides a simple, secure way of initiating a payment electronically. Get details at extension.berkeley.edu/international/western_union.

4. **Bank drafts.** Bank drafts must be in U.S. dollars and payable to UC Regents. The draft must be drawn on an account held at a U.S. bank or a U.S. branch of an international bank.
Cancellation Policy

If your cancellation is received in writing via mail, fax or email prior to the start of the program, you will receive a refund less a $100 cancellation fee. The $200 application fee is nonrefundable. Given the special nature of the program, requests for refunds after the start of the term will not be granted. If UC Berkeley Extension expects to cancel a program, you will be notified at least 15 days before the scheduled start date and offered alternative study arrangements if available; otherwise, you will be given a full refund. If your F-1 visa application is denied after you have been accepted to the program, you will receive a full refund of your program fee.

Housing Options

UC Berkeley Extension works with several area housing providers to help you locate housing, including private or shared apartments, student residences, and homestays. View housing options at extension.berkeley.edu/international/housing. If you have additional housing questions, contact International Student Administrative Services at +1-510-642-2564 or extension-housing@berkeley.edu. We strongly suggest you apply early and arrange housing in advance of your arrival.

When to Arrive in Berkeley

To adjust to the local time, you should plan to arrive in Berkeley three to five days before the start of your program. If you have not already arranged housing, you should arrive seven days before the start of your program and visit the International Student Administrative Services office. The earliest you can arrive is 30 days before the start of your program, per F-1 regulations.

Orientation

Your attendance at orientation is mandatory. The date and time for your orientation are included in your acceptance packet. At the orientation, you will hear about program requirements, receive your class schedule, and meet the academic staff and other personnel. In addition, the International Student Administrative Services staff will provide details about our medical insurance policy, basic legal responsibilities, understanding your visa documents, traveling and other items to make your stay in the United States successful. Failure to attend the orientation may result in the cancellation of your admission.

Your Certificate Program

Your certificate program comprises core courses and prescribed supplemental topics, workshops or seminars. In some cases, supplemental courses count toward your certificate; in other cases, the courses are scheduled to fulfill the full-time requirements of your student visa and to enhance the core curriculum. Because this is a cohort-based program and full-time attendance is required to stay in status, you must attend all courses scheduled in your program.

Participating in this educational program does not in itself provide preference in admission to the University of California. 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.
## Program Choices

**2-Month IDP**  2 months of study in Business Administration or Management and Leadership, summer term only (June start)

**3-Month Specialized Program in Marketing**  3 months of study, spring term only (February start)

**4-Month IDP**  4 months of study in one of seven subject areas

**8-Month Program: IDP + Internship**  4 months of study, 4 months of internship

**12-Month Program: MBT**  8 months of study, 4 months of internship

## Fees and Estimated Minimum Expenses

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>2-Month IDP</th>
<th>3-Month Specialized Program in Marketing</th>
<th>4-Month IDP</th>
<th>8-Month Program: IDP + Internship</th>
<th>12-Month Program: MBT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program fee</td>
<td>$6,900</td>
<td>$11,500</td>
<td>$13,500</td>
<td>$16,400</td>
<td>$29,000</td>
</tr>
<tr>
<td>Estimated living expenses*</td>
<td>$3,000</td>
<td>$6,300</td>
<td>$8,400</td>
<td>$16,800</td>
<td>$25,200</td>
</tr>
<tr>
<td>Total fees and estimated expenses</td>
<td>$9,900</td>
<td>$17,800</td>
<td>$21,900</td>
<td>$33,200</td>
<td>$54,200</td>
</tr>
</tbody>
</table>

*This estimate is based on shared housing and the use of public transportation. If you rent your own apartment or have a car, your expenses may be higher.

Note: Your financial statement and certification must demonstrate that the dollar amount in “Total fees and estimated expenses” is available in your account. Program fee is paid to UC Berkeley Extension. All fees are subject to change without notice.

## Important Program Dates and Application Deadlines

<table>
<thead>
<tr>
<th>Term</th>
<th>Start and End Dates</th>
<th>Application Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2016</td>
<td>Jan. 6–April 15, 2016</td>
<td>Nov. 16, 2015</td>
</tr>
<tr>
<td>Summer 2016</td>
<td>May 2–Aug. 12, 2016</td>
<td>March 24, 2016</td>
</tr>
<tr>
<td>Summer 2016 (2-Month IDP)</td>
<td>June 13–Aug. 12, 2016</td>
<td>May 13, 2016</td>
</tr>
<tr>
<td>Spring 2017 (3-Month program)</td>
<td>Feb. 13–May 11, 2017</td>
<td>Jan. 6, 2017</td>
</tr>
</tbody>
</table>
Housing selection depends on your interests, preferences and budget. With options available in both San Francisco and Berkeley, you can choose from the bustling atmosphere of a dormitory, the independence of a private or shared apartment, or the personal attention of a homestay. For details about each of the options listed below, please visit extension.berkeley.edu/international/housing.

**Private or Shared Apartments**
Available in both San Francisco and Berkeley, apartments are recommended if you want more independence or prefer a quieter atmosphere for studying. Apartments can be less costly than some dormitory options, though rentals in San Francisco are more expensive than those in Berkeley. Furnished apartments vary in their feature set and do not provide meals.

**Dormitories and Student Residences**
Dormitories are recommended if you want a structured atmosphere with opportunities to meet new people through planned activities. Meals are sometimes provided, and your roommate may not be a UC Berkeley Extension international student. Several options for international students are available in San Francisco and Berkeley.

**Hotels and Short-Term Stays**
Hotels and short-term housing are recommended if you are staying for a brief period of time or if you need accommodations while securing long-term housing. If you are accepted into the program, a list of hotels will be included with your admission documents.

**Homestays**
A homestay is a private room in a local family home, and homestay opportunities are available in San Francisco, Berkeley and nearby areas. Features often include meal options, wireless Internet access, laundry, use of family areas and English spoken in homes. See the website for homestay placement services in San Francisco and Berkeley.

For assistance with housing, please download and complete the Housing Interest Form at extension.berkeley.edu/international/housing and include it with your enrollment application. Our housing advisers can help you find housing that meets your individual needs. Please be cautious about sending money to unknown individuals or companies offering housing.
UC Berkeley Extension
International Diploma Programs
1995 University Ave.
Berkeley, CA 94704-7000 USA
Phone: +1-510-642-2564
Fax: +1-510-643-0216
Email: idp@berkeley.edu
Web: extension.berkeley.edu/diploma

San Francisco Bay Area

University of California, Berkeley, Extension
extension.berkeley.edu/diploma