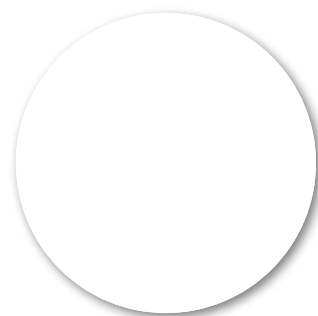




Why Berkeley Haas

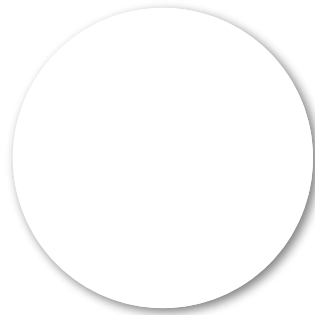
Culture

Step on campus, or have any interaction with our faculty, students, and alumni, and you'll experience the way we live our distinctive culture. Your Berkeley MBA experience and who you become as a leader are shaped by our four **Defining Leadership Principles**:



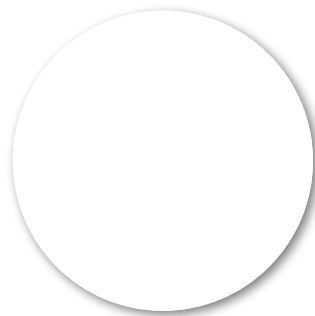
Question the Status Quo

We thrive at the epicenter of innovation. We make progress by speaking our minds even when it challenges convention. We lead by championing bold ideas and taking intelligent risks.



Confidence Without Attitude

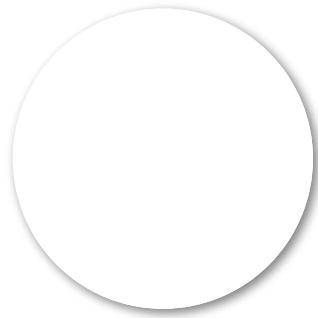
We make decisions based on evidence and analysis, giving us the confidence to act with humility. We foster collaboration by building a foundation of empathy, inclusion, and trust.



Students Always

We are a community designed to support curiosity. We actively seek out diverse perspectives as part of our lifelong pursuit of

personal and intellectual growth. There is always more to learn.



Beyond Yourself

We shape our world by leading ethically and responsibly. As stewards of our enterprises, we take the longer view in our decisions and actions. This often means putting the collective good above our own interests.

Berkeley Haas: The Heart of What's Next™

The capture and analysis of massive amounts of data and increasingly powerful computing capabilities continue to dramatically alter the marketplace, and this demands new thinking from business leaders.

The Berkeley MBA experience produces leaders who excel at the core skills that businesses will always need—critical thinking,

communication, and constant adaptability—and who deliver strategic, operational, and organizational innovation.

You gain these capabilities through:

- [Leadership development](#). Learn how to inspire others and how to make decisions based both on analytic rigor and on understanding the impact of those decisions on real people.
- [Experiential learning](#). Absorb, question, discuss, and debate in the classroom. Then, test your growing skills in one (or more) of our nearly 20 applied innovation courses.
- [Global fluency](#). You'll find opportunities to understand the nature of global enterprise and leadership in the curriculum, as well as sitting right next to you—with classmates from as many as 40 countries.

At the Epicenter of Innovation

Study at Berkeley Haas, and you study at the heart of what's next. The [San Francisco Bay Area](#) is home to companies that are redefining industries and driving global economic growth, such as Apple, Google, and Airbnb.

Opportunities for growth and development are at your fingertips, with the world's largest assembly of innovators in tech—from information to bio and clean—right nearby. We partner with industry leaders to [bring guest speakers to campus](#) and to provide experiential learning, internships, and networking and career opportunities.

Opening Doors to Career Success

With less than 300 students enrolled in each entering class, we are regularly the smallest of any top full-time MBA program. This allows us to deliver highly personalized career services. Our [Career Management Group](#) can partner with you to identify your professional goals and help you make the connections that will make reaching them possible, whether you are furthering your career or launching a new one.

Our small class size also means you become part of a close-knit community of classmates whose genuine bonds and collaborative outlooks inspire support of each other's career pursuits. They form the most immediate circle of your network, which also includes the [Berkeley Haas alumni network](#) and nearly half a million alumni of the University of California at Berkeley.

Next: [Academics for the Full-time MBA](#) →

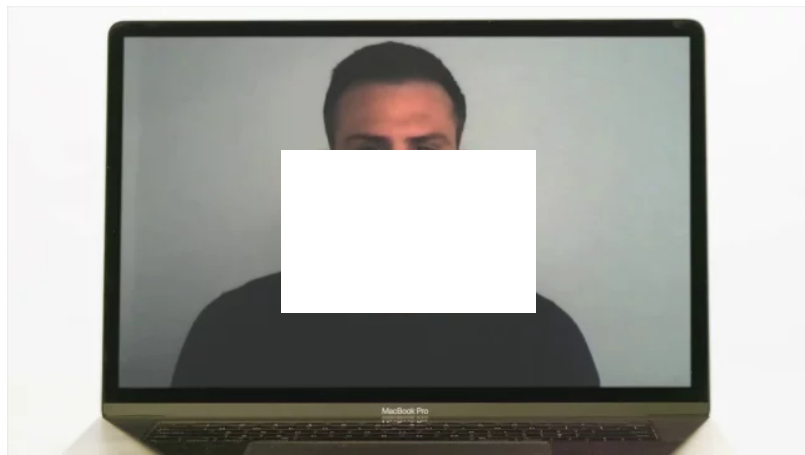
[Academics for the Full-time MBA](#) →

APPLY

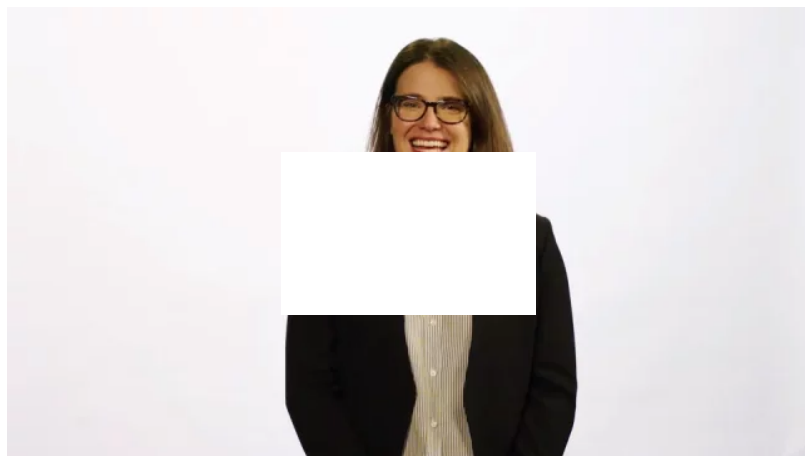
REQUEST INFO

ATTEND AN EVENT

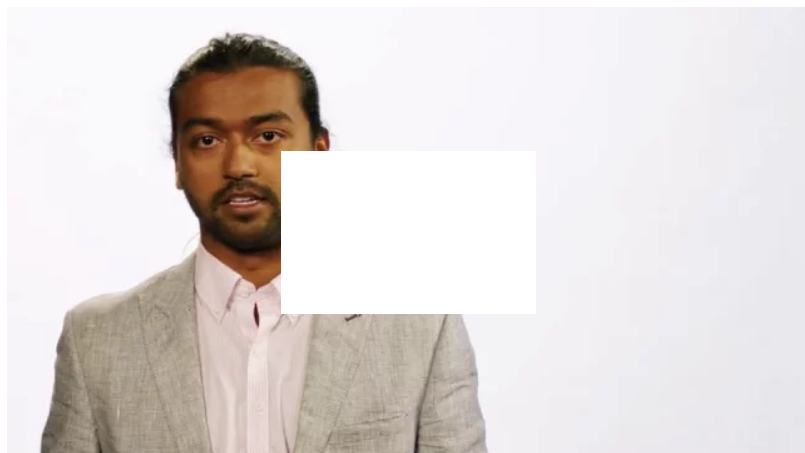
Student Perspectives



WHY MBA?



WHY HAAS?



DEFINING LEADERSHIP PRINCIPLES



Nikita Mitchell

MBA 15

Senior Manager, Strategy and Planning at Cisco
Founder of Above the Bottom Line

"What I love about the people who come out of Haas is how we think about problems, how we think about the future, and how we know we can change things."

[See how Nikita changed Haas after her MBA](#)

Berkeley

Haas School of Business
University of California, Berkeley



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