The Berkeley Method of Entrepreneurship

This method leverages insights on strategy, tactics, culture, and psychology with an accompanying entrepreneurial infrastructure. The curriculum is structured to provide an optimal global entrepreneurship experience from real life experiences.

What our students will get?

- You will interact with professionals at some of the world's most prominent companies, startups, labs, and enterprise firms and those revolutionizing the world through technology.
- You will glean insights into strategies with which to advance digital disruption in your firm.
- You will engage with global leaders and build robust, influential networks with far-reaching advantages

THE STRUCTURE OF PROGRAM

2 Year Master's program (Degree/Non-Degree)

- ✓ 1 Semester in UC Berkeley (USA, California, Berkeley) Berkeley credits + Certificate of completion of Startup Semester at UC Berkeley (Premium Version)
- ✓ Helping in founding of C-Corp
- ✓ Lectures, Project-Based Work, Workshop with practitioners from leading companies from Siliconn Valley companies)

Subjects

- ✓ Marketing and Sales for Entrepreneurs and Startups
- ✓ Product design - Design Thinking
- ✓ Business analytics
- ✓ Law and regulations in entrepreneurship and innovations
- ✓ Pre-acceleration and Acceleration (With mentors from Silicon Valley)
- ✓ Strategic management in technology innovation
- ✓ Investments in startups
- ✓ Human resource management in innovation and entrepreneurship
- ✓ Research methods in entrepreneurship
- ✓ Technological tendencies, trends and global challenges
- ✓ Product and Project management
- ✓ Leadership in entrepreneurship
- ✓ Challenge Lab - Deplastify

Electives:

- ✓ Blockchain
- ✓ Metaverse
- ✓ Fintech
- ✓ EdTech

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WHAT MAKES THE PROGRAM UNIQUE

The Berkeley Method of Entrepreneurship's inductive learning and Journey-based approach are supported by these three main elements

Mindset

Explosure to the issues related to culture, social psychology, and mindset. The psychology of being an entrepreneur e.g trustuin, understandig and value in diverse teams, beliefs and ethics, risk assessment, communication, overcoming social barriers, rejection therapy, fail training. etc

Networks

Assuring infrustructure and supporting, safe and effective environment e.g diverse networks, ability to connect, facilities, services, clarity of rules of engagement, ecosystems and mentors.

Framework

Opportunity recognition, MVP, raisinf funds, business models, case studies, sales process and other tools and processes associated with entrepreneurs.

BERKELEY METHOD OF ENTREPRENEURSHIP

- Emphasis on Inductive (discovery-based) Learning techniques
- Journey-Based (experiential)design
- Mindset and Behaviors
- Frameworks and Cases
- Networks and Connections (diversity is key)

PBL methodology

Game-based

Student-led Project-based

Masterclasses

Mentorship

Competition

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Mentors in the classes

Lectures are inviting Mentors from leading companies to provide practical advices

Cases/Tech Entrepreneurship

Alternatives approach for the situation, Development of Creativity and Problem-Solving experience

BENEFITES OF THE PROGRAM

More than 15 startup acceleration and incubation programs

- SkyDeck (Need to have 1 person from UC Berkeley),
- Blockchain Xcelerator
- LAUCH
- Step act.

Commercialization

- Bakar Lab
- NSF I-Corps

Access to finance

- Berkeley Angel Network
- House Fund

Labs & Prototyping

- Jacobs Institute for Design Innovation
- Marvell Nanolab

Community

- Berkeley Changemaker(TM)
- Berkeley Entrepreneurs Association
- Innovation & Entrepreneurship Council

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PROGRAM COST

Standart program (2 Year) degree*/non degree ** 1 Year Tuition Cost: USD 7.900 per/year	Premium program (2 Year) degree*/non degree ** 1 Year Tuition Cost: USD 12.900 per/year
Get High Level Education from UC Berkeley professors and practitioners from Silicon Valley. Study all semesters in Georgia	Get High Level Education from UC Berkeley professors and practitioners from Silicon Valley, 3 Semesters in Georgia, 1 Startup Semester in UC Berkeley (USA, Get UC Berkeley Certificate and Units. Cost include Visa Support and the semester study in UC Berkeley (excluding leaving and travel cost)
✓ **120 Credit program** ✓ **Berkeley method of entrepreneurship in Georgia** ✓ **Berkeley level of education** ✓ **Berkeley professors** ✓ **Silicon Valley mentors** ✓ **Berkeley Standard of Education** ✓ **Online workshops /Offline practice with professors from UC Berkeley in Georgia** ✓ **Berkeley online events** **No need to pass national exams.* *Get certificate from from UC Berkeley and Future Laboratory*	✓ **120 Credit Program** ✓ **Berkeley method of entrepreneurship in Georgia** ✓ **Berkeley level of education** ✓ **Berkeley professors** ✓ **Silicon Valley mentors** ✓ **Berkeley Standard of Education** ✓ **Online workshops /Offline practice with professors from UC Berkeley in Georgia** ✓ **1 Startup Semester in Berkeley** ✓ **UC Berkeley Startup Semester compilation certificate** ✓ **10 Units of UC Berkeley (Which you can use if continue education** ✓ **Access to the UC Berkeley infrastructure** ✓ **Online workshops** **No need to pass national exams.* *Get certificate from UC Berkeley and Future Laboratory*

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LECTURERS AND MENTORS

Rhonda Shrader

Rhonda is Executive Director of the Berkeley-Haas Entrepreneurship Program as well as the National Science Foundation's I-Corps program for the Bay Area Node. She has founded or was an early-stage team member of start-ups in biotech, behavioral health, retail, non-profit and AI. She served as a long-time mentor for UCSF's Idea to IPO course, is an active advisor for NASA spinoff BrainAid, and recently lead the winning teams for both the Health Tech Forum Codeathon and the San Francisco MedHack 2.0 Hackathon. She graduated from Harvard with a degree in neuropsychology and holds an MBA in strategy and operations from Berkeley-Haas.

Gauthier Vasseur

Executive Director - Berkeley Fisher Center, Author: Devenez un–Data Pionnier - Editions Mardaga, CEO and Founder - Data Wise Academy, Founder and Co-President - Alliance for Inclusive AI

Derek Chan

Derek S. Chan values learning from and empowering each other through education, technology innovation, and theater arts. His Artificial Intelligence (AI) teams and products have helped companies reach their highest-ever customer satisfaction and/or revenue growth, plus #1 AP Automation 2020-21 and the IT World Award 2018. He was AI Product Director at Bill.com and now explores greater personal challenges and meaning through his own startup. Derek recently co-taught SCET courses—Product Management and Data-X—and is an alum of UC Berkeley's Master of Information and Data Science program, co-receiving the Hal R. Varian Award followed by an informal Google partnership.

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Ken Sandy

Ken Sandy is a technology Product Management veteran based in San Francisco Bay Area. He has led Product Management teams at an executive level at both fast-growth, early-stage companies, and for larger companies attempting digital transformations amidst industry disruption. Ken was Vice President, Product at Masterclass – transforming online education by enabling anyone in the world to learn from the very best – and Vice President, Product at Lynda.com – a premier online learning company acquired by LinkedIn. Prior, he worked for companies developing content and advertising platforms for independent publishers, startups creating mobile messaging and social networking solutions, and led business units based in the US and China. Ken is an Industry Fellow and Lecturer at the Center for Entrepreneurship and Technology at University of California, Berkeley, and is an alumnus of University of Melbourne.

Victoria Howell

Victoria Howell is director, Professional Programs and associate instructor for UC Berkeley's Sutardja Center for Entrepreneurship and Technology. She leads the A. Richard Newton Lecture Series: A Berkeley Changemaker Course, the Center's flagship program. Her background is in financial services, strategy and marketing, and she now dedicates herself to delivering opportunities/events connecting exceptional individuals to diverse audiences. Her work encourages learning and empowerment for aspiring innovators, entrepreneurs, career-minded professionals and seasoned executives. She holds a BA from University of Virginia and an MBA, from The Darden School of Business University of Virginia.

Mathieu Aguesse

CEO of Schoolab San Francisco,Program Director - Instructor Deplastify the Planet. Program director - Instructor Equitable Design Program director - Instructor Equitable Design University of California, Berkeley, Haas School of Business.

Dan Shields

Founding Partner, awesm ventures; lead instructor, UC Berkeley Sutardja Center for Entrepreneurship and Technology; mentor, Google Launchpad;

Alchemist Accelerator; mentor, Draper University Entrepreneurship Programs.

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Tommaso Di Bartolo

Tommaso is a serial entrepreneur with two exits and a founding partner at awesm Ventures, a Silicon Valley–based early-stage investment firm. He is a UC Berkeley faculty member and author of How-to Growth Hack Your Startup. Tommaso speaks six languages and is a frequent keynote speaker.

Conrad Voorsanger

Experience Summary:

Partner, Operations @ The House Fund; Senior Exec & GM @ McKinsey & Company, SuccessFactors, ServiceSource, Benefitter, SAP

Independent Strategic Consultant: Jobvite, C3, Hunite

Advisor to startups: Huddler (acquired by Wikia), Directr (acquired by YouTube), HireArt, Tocata

Undergraduate in Product Design Engineering @ Stanford; MBA @ Haas - UC Berkeley

Expertise in:

Innovation, digital business building, strategy, partnerships & alliances, M&A / corporate development, IPO execution, fundraising

Software/ digitization to drive competitive transformation

Software-as-a-Service (SaaS), cloud

Marketing (strategy, digital demand gen, field marketing, corporate comms, AR/PR, partner marketing)

HR software solutions, customer success/ customer experience solutions, database technology

High tech, retail, entertainment/ media, financial services/ insurance, energy

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ADMISSION CRITERIA

- Interview
- Curriculim Vitae
- English Language Certificate

PROGRAM LANGUAGE

- English

CONTACT

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LOCATION

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DISCOVER

CONNECT

ENGAGE

REFLECT with **BERKELEY**