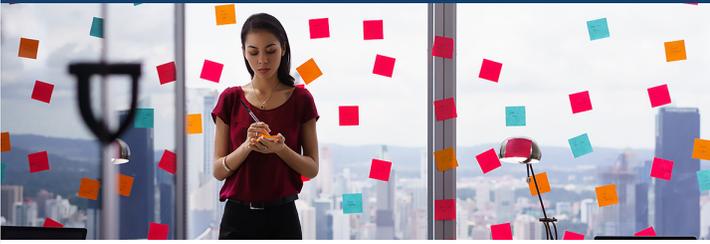


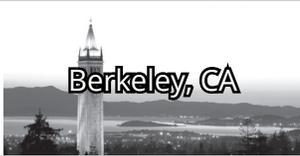
## Product Management

## The Product Management Studio



The Product Management program has positively impacted participants for more than ten years. Combining the latest in Design Thinking with the best of the Berkeley-Haas MBA program, the Product Management program has become one of our most popular programs. It is offered at both the campus of UC Berkeley, as well as in the heart of Silicon Valley. We recently expanded this program to offer a new experience - online. Now, you can choose the experience that is perfect for you - the Berkeley campus, Silicon Valley, or the comfort of your own home.

### LOCATIONS OFFERED



Berkeley, CA



Palo Alto, CA



Online

### BASICS

- |                                                                                                                                                                                        |                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• 5 day program</li><li>• \$7,245 per session</li><li>• Offered 5-6 times per year</li><li>• 5 Certificate of Business Excellence days</li></ul> | <ul style="list-style-type: none"><li>• 8 week program (40 hours total)</li><li>• \$4,750 per session</li><li>• Offered 1-2 times per year</li><li>• 4 Certificate of Business Excellence days</li></ul> |
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### COMPONENTS

- |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Practice communicating, to any audience, a comprehensive business model</li><li>• Create your organization's Innovation Capabilities Report</li><li>• Hands-on exercises and simulations</li></ul> | <ul style="list-style-type: none"><li>• Weekly dynamic exercises to apply tools</li><li>• Individual coaching from expert Product Managers</li><li>• Small-group and peer coaching sessions</li><li>• Live faculty sessions</li></ul> |
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### HIGHLIGHTS & DIFFERENTIATORS

- |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• An <b>immersive</b>, week long program</li><li>• Network during catered receptions</li><li>• Daily breakfast, lunch, and snacks</li><li>• Experience the iconic UC Berkeley campus, or the exciting, cutting-edge Silicon Valley</li></ul> | <ul style="list-style-type: none"><li>• Apply tools at work in <b>real-time</b></li><li>• Save on travel costs</li><li>• Flexible schedule, apply at your own pace</li><li>• Practice your own unique learning style in the comfort of your home</li></ul> |
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### FACULTY



Sara Beckman,  
Program Director



Accompanied by Berkeley Haas Faculty:

Paul Tiffany, David Mok, Holly Schroth, Steven Huff, Dave Charron, David Riemer

\*faculty are not guaranteed for each iteration



For full Berkeley program descriptions, visit [www.executive.berkeley.edu](http://www.executive.berkeley.edu)

**Berkeley** Executive Education