



**Berkeley** Global

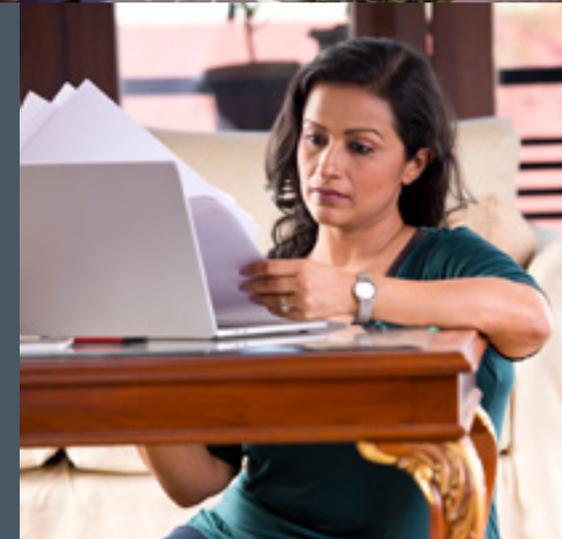
START OR ADVANCE YOUR CAREER  
WITH DIGITAL LEARNING

Full-time certificates for professionals  
[global.berkeley.edu](https://global.berkeley.edu)



**You don't study  
to learn. You study  
to understand.**

Accelerate or change your  
career with our Live Online  
certificate programs.



# THE BERKELEY GLOBAL ADVANTAGE

An aerial view of San Francisco at dusk. The Transamerica Pyramid is the central focus, illuminated from within, with its top spire reaching towards the sky. The city lights are visible in the foreground and middle ground, and the Golden Gate Bridge is faintly visible in the distance. The sky is a mix of blue and orange, suggesting the time is either early morning or late evening.

## PROJECT-BASED LEARNING

Put your knowledge to work by studying real-world business cases from leading Silicon Valley companies.

## SITE VISITS

Attend virtual company site visits with top Silicon Valley companies. Participate in small-group discussions with prominent business leaders in the area, and ask your questions.

## REAL-WORLD WORK EXPERIENCE

After completing one semester of study, you are eligible to take part in a remote internship, where you gain experience at an American company, build connections and learn from professionals.

## LEARN FROM WORKING PROFESSIONALS

Your instructors have years of real-world experience that brings the coursework to life.

## DIVERSE CLASSMATES

Meet students from all over the world who share your passion for education and growth.

## CAREER SERVICES

Gain personalized career advising and attend professional development workshops.



# FEATURES OF LIVE ONLINE LEARNING

## Access to Leading Experts

Berkeley Global faculty. Guest speakers who are successful Silicon Valley executives. You'll have direct access to some of the leading minds in the world in cutting-edge topics.

## Flipped Classroom

View recorded lectures before attending the live class so you can learn theory and frameworks at your own pace. Then attend the live online session, where you collaborate, apply the material and engage in discussions.

## Immediate Feedback

Real-time interaction means instant feedback. Your questions get answered immediately and your views and opinions get timely responses.

## Group Learning

Engage in active learning through the use of collaborative tools such as breakout rooms for discussion, digital whiteboards for interactivity and screen sharing to teach others.

## Global Networking

Your classmates reside in countries from around the world, creating a truly global experience. You'll learn and interact with professionals from different countries and industries and establish invaluable, lifelong relationships with classmates from every corner of the world.

## Convenient Class Times

Two different sections to make your learning accessible:

Section 1: 8–10 am (Pacific Time)

Section 2: 6–8 pm (Pacific Time)



Click to hear instructor Stephen Torres share his Berkeley Online experience.

# DATA SCIENCE

Learn to collect, process, analyze and interpret data in order to develop actionable business insights. Expand your skills by using statistics, data mining and big data to develop strategies in marketing, retail, health care, finance and other fields. Perform advanced data wrangling, data mining, statistical modeling and machine learning on data sets that may be very large and complex.



“Data excites me, and I am always curious about uncovering hidden trends and telling stories that are untold.”

—Swathi Annamalai,  
United States

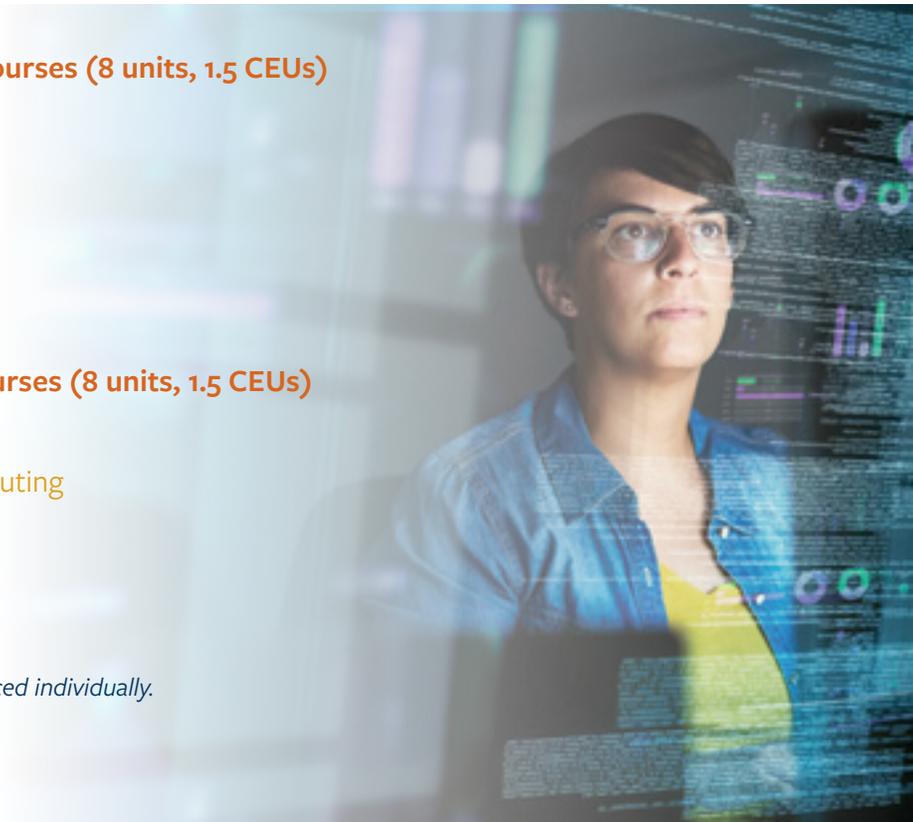
## Semester 1: Data Analytics Certificate Core Courses (8 units, 1.5 CEUs)

- Introduction to Data Analytics
- Introduction to Databases
- Data Analytics and Visualization
- Programming Python
- Career Development Fundamentals

## Semester 2: Data Science Certificate Core Courses (8 units, 1.5 CEUs)

- Introduction to Data Science
- Python for Data Analysis and Scientific Computing
- Introduction to Big Data
- Business Intelligence With SQL Server
- Career Development Leadership Skills

*Tuition: \$8,000 (USD) per semester; optional electives priced individually.*



# PROJECT MANAGEMENT

Gain the practical knowledge to be an effective project manager—or add project management skills to your résumé—with our full-time studies in Lean Agile and Advanced Project Management.

Gain the project management skills needed by various organizations, as well as understand how your work aligns with business goals, strategies and operations. You'll learn the various methodologies to keep projects on track, on time and on budget at leading firms in San Francisco, Silicon Valley and across the globe.

## Semester 1: Advanced Project Management Certificate Core Courses (8 units, 1.5 CEUs)

- Project Initiation and Planning: How to Launch Successful Projects
- Project Schedule and Risk Management
- Project Cost and Procurement Management
- Project Execution and Control
- Career Development Fundamentals

## Semester 2: Lean Agile Management Core Courses (8 units, 1.5 CEUs)

- Data Analytics and Visualization
- Agile Product Management
- Lean Six Sigma Process Management
- Leading Agile Transformations
- Career Development Leadership Skills

*Tuition: \$8,000 (USD) per semester; optional electives priced individually.*



“Everything has just made the experience amazing, so I couldn’t pick just one moment.”

—Angela Sofia Diaz  
Arimany, Guatemala

Click photo to view Sofie talk about her Berkeley Global experience.

# DIGITAL MARKETING MANAGEMENT

“I chose the Digital Marketing certificate because it was the only one that offered the in-depth knowledge on digital marketing, data analytics and social media strategies.”

—Pooja Kandappa, India

(Click photo to view Pooja talk about her Berkeley Global experience.)



Gain the practical skills to design a complete marketing plan—from market research to communication and advertising. Acquire a strong foundation in applied skills by taking control of a marketing project for a Silicon Valley company. Learn the most advanced skills in marketing data analytics by applying big data to engage with consumers, create meaningful experiences and scale your brand’s outreach.

## Semester 1: Marketing Management Certificate Core Courses (8 units, 1.5 CEUs)

- Marketing Research: Concepts and Techniques
- Marketing Strategy
- Global Business and Marketing Strategy
- Marketing Metrics
- Career Development Fundamentals

## Semester 2: Digital Marketing Certificate Core Courses (8 units, 1.5 CEUs)

- Social Media Marketing Strategies
- Digital Marketing
- Marketing Data Visualization
- Marketing Analytics Tools and Techniques
- Managing Product and Go-to-Market Strategies
- Career Development Leadership Skills

*Tuition: \$8,000 (USD) per semester; optional electives priced individually.*



# ENTREPRENEURSHIP AND STARTUP MANAGEMENT

Study in the epicenter of entrepreneurship: Berkeley, San Francisco and Silicon Valley. Learn entrepreneurship from seasoned business founders and professionals. Study principles in class and from industry veterans, and apply them to projects of your own design—scaling your family business; reinventing your employer’s business from the ground up; or starting the new Apple, eBay or Tesla.



## Semester 1: Entrepreneurship Certificate Core Courses (8 units, 1.5 CEUs)

- Finance for Entrepreneurs
- Design Thinking and Prototyping
- Marketing Research: Concepts and Techniques
- Entrepreneurial Leadership
- Career Development Fundamentals

## Semester 2: Startup Management Certificate Core Courses (8 units, 1.5 CEUs)

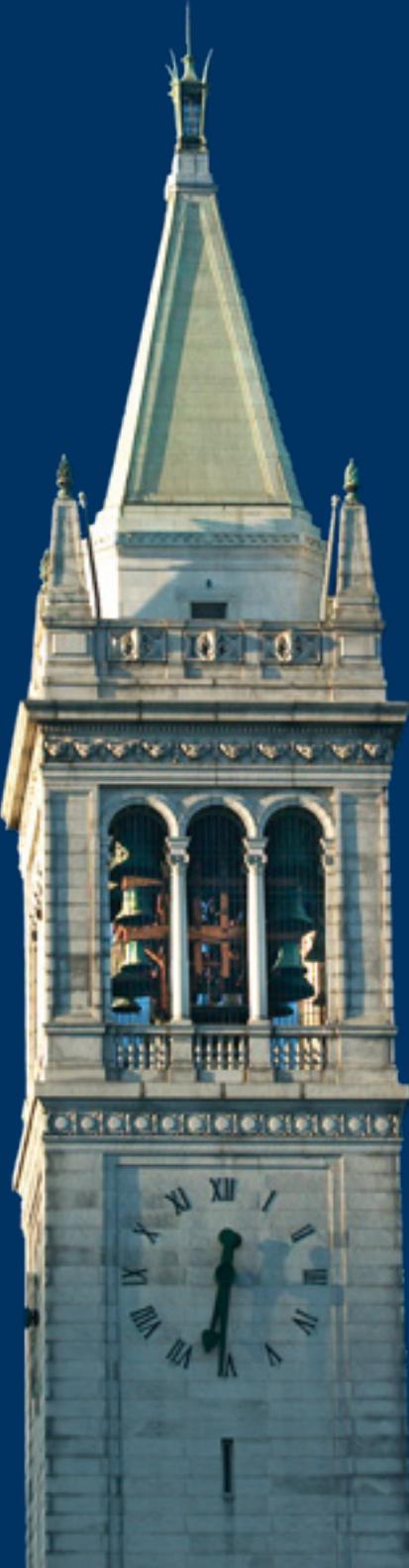
- Social Media Marketing Strategies
- Building a Business Plan
- Business Negotiating
- Managing Product and Go-to-Market Strategies
- Career Development Leadership Skills

“Studying in the San Francisco Bay Area makes you aware of how culture affects not only business matters, but also personal ones.”

—Luisa Naranjo  
Azcarate, Colombia



*Tuition: \$8,000 (USD) per semester; optional electives priced individually.*



## Admission Requirements

Open to professionals and students who have completed three years of undergraduate studies

Minimum Grade Point Average of 3.0

Statement of Purpose

Proof of English language proficiency:

TOEFL: 90 (TOEFL iBT Special Home Edition now accepted)

IELTS: 7

Cambridge C1 Advanced

DAAD: C1

TEM-4 or TEM-8: 70

Do not meet these English requirements? You may be eligible to request a language-proficiency interview or waiver.

Email [internationaladmissions@berkeley.edu](mailto:internationaladmissions@berkeley.edu) for more information.

## Tuition (USD)

One semester: \$8,000

Optional remote internship: \$3,000

## Dates

### Spring 2021 semester

January–May 2021

Apply by December 11, 2020

Fall 2021 semester

August–December 2021

Apply by June 28, 2021

## Certificate and Transcript

Your certificate(s) and transcript will be issued by UC Berkeley Extension, the administrative department of Berkeley Global.



**Learn More**  
[global.berkeley.edu](http://global.berkeley.edu)



**YOU BELONG AT BERKELEY!**



UC Berkeley Global  
1995 University Avenue, Suite 200  
Berkeley, CA 94704-7000 USA

1-510-642-2564  
[extension.berkeley.edu/global](http://extension.berkeley.edu/global)  
[internationaladmissions@berkeley.edu](mailto:internationaladmissions@berkeley.edu)

-  @InternationalBerkeley
-  @UCBerkeleyIntl
-  Berkeley Extension International
-  @UCBerkeleyIntl



**Berkeley**  
UNIVERSITY OF CALIFORNIA