



Haas @ Work MBA Applied Innovation Agency Course

MBA/EWMBA 290h - 3 Units

Spring 2021 Wednesday Nights 6:00-9:30 pm

**Student powered and faculty curated,
we are one of the largest innovation
agencies on the west coast.**

MBA Project Work Beyond the Norm

Through the Haas@Work program, a 16 week MBA course is built around specific and urgent opportunities or challenges identified by our clients. Many Haas@Work participants treat the course as an internship: it offers a chance to work in a new industry, hone skills, and resume build.

Previous clients include Adobe, Clorox, Intel, PayPal, Stubhub, Wells Fargo and over four dozen other firms. Students indicate which client(s) interest them, and almost all receive their first or second project choice. The expected 2021 client lineup includes Adobe, Blackberry/Cylance, Ring Central, and SAP. Project details/scope TBA.

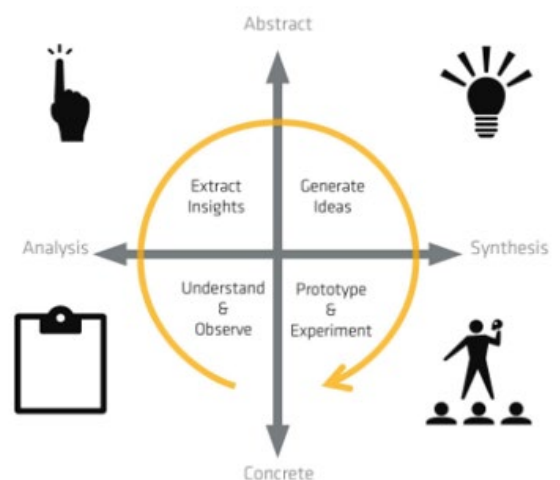
Because we run agency-style engagements, each project team includes roughly 10- 12 students + a dedicated faculty coach - and functions as a strategy/innovation consulting firm. We avoid the typical/artificial 4 member MBA project team model that exists nowhere but in business schools. Why? Because we are interested in doing urgent and high-value work, and delivering real results.

The course provides team oversight and structure, a detailed framework, project tools, and defined milestones and deliverables.

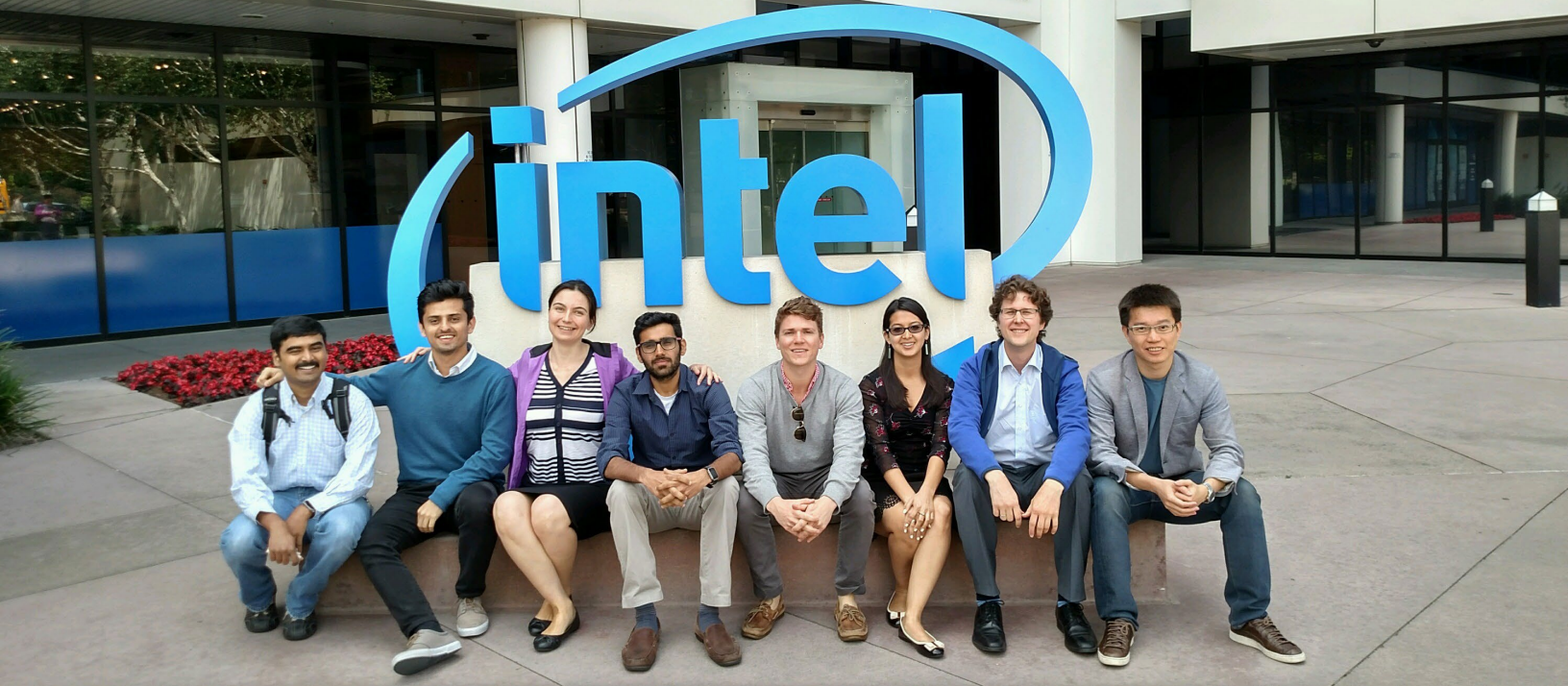
Design Thinking Meets Strategy

Through our Innovation, Creativity and Design Practice, Haas is a leader and pioneer in the contemporary use of design thinking in business.

The Haas@Work framework uses an exploratory human centered design approach and tools to develop fresh insights and novel solutions. But we also include competitive, internal, and industry assessment tools so that our recommendations leverage pain points, unmet needs, and opportunities in practical ways,



**We do extensive pre-project scoping
work, so that students enter the
engagement at full speed.**



We have a decade of experience, a track record of success on challenging engagements, and 50+ satisfied partners.

A few project examples:



PayPal asked a Haas team to identify ways to further engage consumers around an “open wallet” platform, as a way for PayPal to become essential in consumers’ lives and ultimately making PayPal a preferred choice for all commerce in the minds of consumers for online and offline purchases.



The POS systems provider DN asked a Haas group to focus on the future of retail – and specifically how technology enabled physical retail experiences could help increase the value of stores and tilt the balance back towards omni-channel and traditional retail.



As part of HP Enterprise Group’s multi-year sales transformation journey, a Haas team identified innovative ways enterprise gamification could be used to accelerate salesforce transformation, and drive new hiring strategies, tool adoption, and improved productivity.



A Haas team focused on how Intel might accelerate and help shape the future deployment of Software Defined Networking (SDN) and Network Function Virtualization (NFV) as well as drive changes to the networking supply chain.



A team was tasked with identifying key barriers to the consumer adoption of electric vehicles (and specifically the LEAF) and recommending programs and go to market changes that overcome these barriers and expand the EV market.

For more info, contact Susan Mendel - smendel@haas.berkeley.edu or visit <http://designthinking.berkeley.edu>