



University of California  
**Berkeley**  
Haas School of Business



**COLUMBIA  
BUSINESS  
SCHOOL**

**BERKELEY-COLUMBIA EXECUTIVE MBA**

# The Power of Two

Berkeley-Columbia Executive MBA





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**COLUMBIA BUSINESS SCHOOL AND THE HAAS SCHOOL OF BUSINESS AT THE UNIVERSITY OF CALIFORNIA, BERKELEY, HAVE JOINED FORCES** to offer a distinctive MBA program for high-potential professionals who want to master today's complex business environment and become leaders on the global stage.

The Berkeley-Columbia Executive MBA program brings together two extraordinary faculties from two top-ranked business schools in two of the world's great business centers: New York City and the San Francisco Bay Area. The combination produces a remarkable synergy, exposing professionals to solid general management fundamentals as well as the latest ideas in business practice and theory from both coasts—and around the world. The program, taught in a convenient format on both campuses, draws on the unparalleled intellectual resources of Berkeley and Columbia.

Our unique educational partnership develops leaders with the requisite vision and skills for success. It offers you the opportunity to advance your career and enhance your job performance from the moment studies begin, providing immediate and long-term benefits to both you and your employer. And it offers you the chance to become a member of a close-knit, collaborative and stimulating community of students and alumni from both schools.

We encourage you to discover the advantages offered by the power of two.



Dean Meyer Feldberg  
Sanford C. Bernstein Professor of Leadership and Ethics  
Columbia Business School  
Columbia University



Professor Tom Campbell  
Bank of America Dean  
Haas School of Business  
University of California, Berkeley



# The Berkeley-Columbia Difference



Merging the strengths of two top business schools, the Berkeley-Columbia Executive MBA program provides an outstanding, broad-based education in general management. We offer on-campus instruction featuring the same curriculum and the same world-class faculties as our prestigious full-time programs. As a graduate, you receive two degrees, one from each institution, and join the ranks of two worldwide alumni networks. And you can use the skills and knowledge gained in myriad ways: to advance an existing career, to switch to a new profession or to start a business.

## THE EXECUTIVE MBA ADVANTAGE

The Berkeley-Columbia Executive MBA program allows seasoned professionals to earn an MBA degree while maintaining career momentum. The breadth and diversity of our students' backgrounds also create an intensely rewarding learning environment. The curriculum is enhanced by immediate reinforcement in the workplace, further strengthening the educational experience.

## THE POWER OF TWO

In combining the resources of two highly ranked institutions, Columbia Business School and the Haas School of Business have created a program that integrates the strengths of each in finance, technology, international business and entrepreneurship. The result: a rigorous general management



—Judith Hamerman MBA '03  
Media Sales Executive  
Fortune, AOL Time Warner  
San Francisco, California

“We were told we’d learn things we could take to the office Monday morning, but I never expected I’d be able to apply so much of what I’ve learned so quickly. I’ve also met a lot of people who have helped me work more effectively within my organization.”



education that blends the fundamentals with the innovative, delivered by top educators drawn equally from Berkeley and Columbia.

Of five sessions each term, four take place in California and one in New York. The program’s dual locations expose you to the distinctive business cultures of Silicon Valley and Wall Street. Because classes are held on both campuses, you gain access to the academic, career, cultural and recreational resources of each university. The power of two also extends to your alumni networks, with access to a combined pool of nearly 65,000 alumni in all types of industries across the globe.

### A COMPACT, CONVENIENT SCHEDULE

The program’s compact 19-month schedule and compressed format keep travel time manageable and minimize time out of the office. This allows you to focus on your education with greater economy of time and energy—and less disruption to your life.

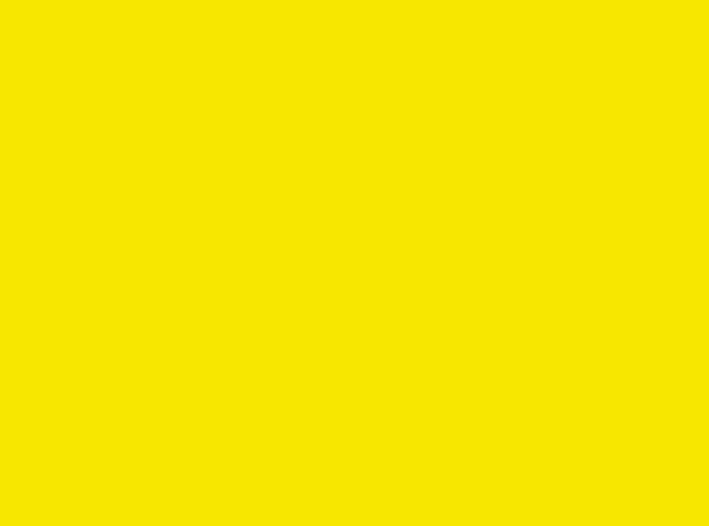
### RETURN ON INVESTMENT

Sponsorship allows employers to contribute to their employee’s professional growth without sacrificing his or her presence in the organization. Employers also benefit from actively developing and retaining their top talent. And because each course gives students real-world tools and techniques to start using as soon as they learn them, sponsors see immediate results.

### Program Highlights

- Full MBA course load in 19 months.
- An efficient, convenient schedule.
- Classes are held at the UC Berkeley and Columbia University campuses.
- Top faculty instructors, drawn equally from Berkeley and Columbia.
- Two MBA degrees: one from UC Berkeley, one from Columbia.
- Two worldwide alumni networks.





# A Model for Success



“Being in school doesn’t mean work goes on hold, and the fact that this program is organized in 3- to 4-day blocks is tremendously helpful in allowing me to manage both. Because I travel from out of town, I am able to really focus on school, while still staying connected to what is going on back at home and at the office.”

—Darin Herring MBA '03  
Vice President  
American Express Company  
Phoenix, Arizona

Program breadth is a factor students often cite to explain why they chose Berkeley-Columbia. Required core courses build a basic framework around which to mold real-world experiences. Elective courses add depth in chosen areas. All courses are taught by two world-class faculties with significant track records in teaching, research, business and industry. And all follow the rigorous standards of full-time MBA courses. The result is a program that, in the words of one student, “has utterly changed the way I look at my company and my work.”

## THEORY MEETS PRACTICE

During each Berkeley-Columbia Executive MBA session, you gain knowledge, insight and strategies to start applying back at work on Monday. Bringing those new experiences back with you into the classroom and the study group fuels more learning. Case studies, discussions, simulations and group projects also draw on and reinforce practical knowledge. Visiting CEOs and other noteworthy guests, visits to such places as the New York Stock Exchange or a winery in Napa and other firsthand experiences heighten real-world learning.

## TEAMWORK COUNTS

Students often work together in study groups or project teams that, as one faculty member says, “offer the opportunity to test-drive leadership



—Jennifer Chatman  
Paul J. Cortese Distinguished  
Professor of Management  
Haas School of Business



“The sheer amount of expertise in the room is incredible; there’s always someone with deep knowledge of any industry we talk about. Students feel an obligation to contribute and trust that their colleagues want to hear—and will benefit from—their perspectives. We work together in a way I have not experienced in other MBA programs.”

#### Core Courses

- Corporate Finance
- Corporate Strategy
- Data Analysis
- Decision Models (half-term)
- Financial Accounting
- Global Economic Environment
- Managerial Accounting (half-term)
- Managerial Economics
- Marketing
- Operations Management
- Organizational Behavior

#### Sample Electives

- Capital Markets and Investments
- High-Technology Marketing
- Introduction to Venturing
- Leadership
- Management of Technology
- Private Equity
- Real Estate
- Team Project Course

and strategic skills.” Professors may ask study groups to complete homework assignments together, present cases to the class or deliver a final group project at the end of the term.

#### A GLOBAL FOCUS

As part of the two-term International Seminar, a program requirement, students travel abroad as a group for a week of discussions with local business and government leaders about the global economy, world trade and international business management. Key businesses, factories and cultural sites are also examined on the trips; in 2003, students visited eastern Europe. Other opportunities to interact with global business leaders are available on both campuses.

#### PROGRAM STRUCTURE

The program is divided into five terms of three to four months in length. During each term, class sessions meet five times, typically Thursday through Saturday. Except for the International Seminar, required courses are completed in the first three terms. Electives in the final two terms make it easy to gain a more in-depth understanding of a broad array of functional areas.



# The Faculty



Columbia professor Joseph Stiglitz, a winner of the 2001 Nobel Prize in Economics, former chief economist at the World Bank and a member of President Clinton’s Council of Economic Advisers, recently taught the Globalization and Markets elective.

In addition to their expertise, faculty members who teach seasoned professionals rely on their ability to field unexpected, tough questions. One student, commenting on the intensity of class discussions, relates this story: Greet a full-time MBA class with “good morning,” and students write it down. Greet working professionals in a part-time MBA program with “good evening,” and they reply in kind. Greet executive MBA students either way, and they grill you on the real-world implications of “good.”

## ACADEMIC AND INDUSTRY LEADERSHIP

Program instructors, selected from the faculties of Columbia Business School and the Haas School of Business at UC Berkeley, are world authorities on the economic, social, political and technological forces shaping global markets today. Many come from industry and contribute to the business community as consultants and board members. Also, such visiting lecturers as high-profile entrepreneurs, financiers and economists bring a broad range of real-world perspectives to the program.

Special opportunities arise as each school draws upon its network of resources. A recent summer elective sent students to London Business School for a course with Columbia professor and Nobel Laureate Joseph Stiglitz, pictured above. Students take part in the many events that enrich campus life, such as Berkeley’s annual Leading Edge Technology





—Dr. Michael Longaker MBA '03  
Director, Children's Surgical  
Research Program, Stanford  
University School of Medicine  
Palo Alto, California

“While these schools may be known for certain strengths—finance at Columbia, for example, and venturing at Berkeley—I think the faculty strengths are pretty broad. The professors we’ve had in all areas have really been excellent, which makes sense; these are both top schools. I think there are some differences in the cultures, but the marriage for this program has really worked. This is a good example of ‘one plus one equals four.’ It’s a breadth I don’t think you could get at any one school.”



Conference and Business Forecast Luncheon. Others participate in the Global Social Venture Competition, a unique business-plan competition held in partnership with Columbia Business School, the Haas School of Business, London Business School and the Goldman Sachs Foundation.

### BICOASTAL PERSPECTIVES

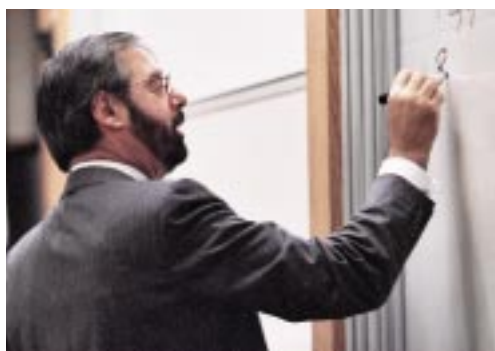
Students and faculty members alike note the cultural differences, many influenced by the schools’ locations, between Berkeley and Columbia. Technology companies and new ventures thrive in the San Francisco Bay Area, while Columbia has strong ties to Wall Street and financial powerhouses. The program’s bicoastal learning experience allows students to assimilate the differences between the East and West Coasts while preparing them to communicate effectively and do business efficiently with people from anywhere in the country. An international outlook helps students extend that flexibility to the world.

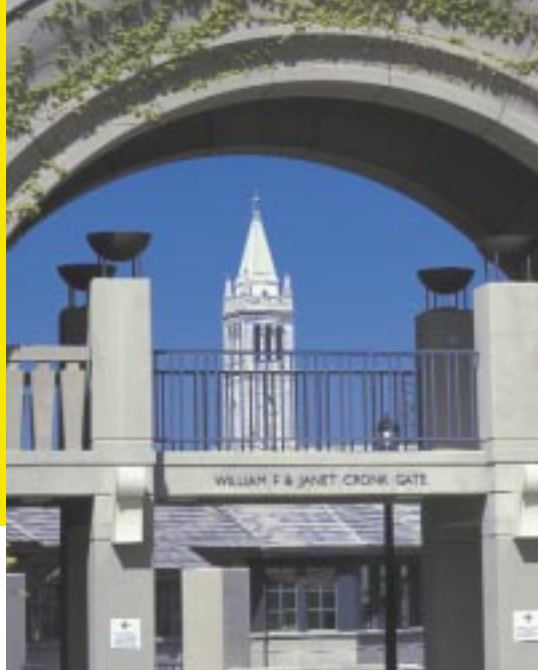
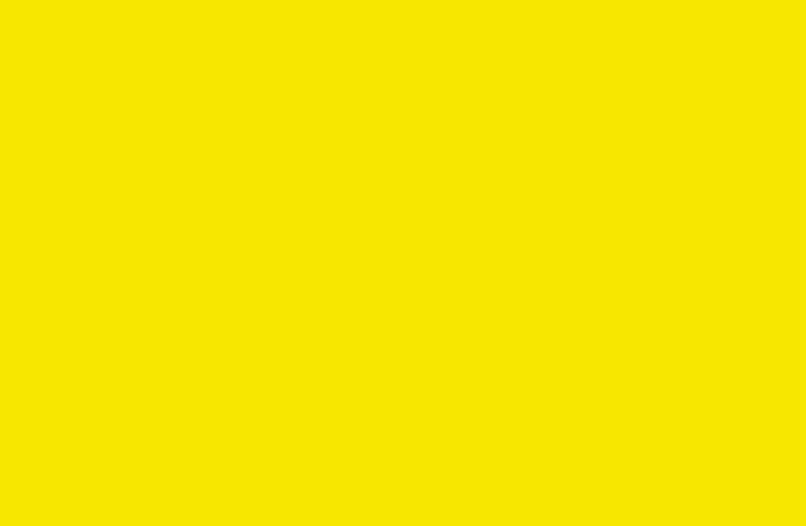


“Our experience with the professors has been amazing. Their enthusiasm, passion and excitement about what they’re teaching has made a huge difference in helping us make our transition back into school as easy as possible. Coming from a marketing background, I didn’t expect to enjoy math courses like statistics and accounting. But I do. And it’s because of the professors.”

—Greg Ahn MBA '04  
Marketing Manager  
Allied Domecq Wines  
Healdsburg, California

Berkeley and Columbia faculty members are noted scholars and routinely publish in leading journals.





# The Berkeley-Columbia Experience

Ask a student or faculty member to describe the Berkeley-Columbia Executive MBA program and you will hear such words as *intense* and *demanding*. You will also hear such words as *engaging*, *collaborative* and *fun*. The program's rigorous curriculum tests the strongest of time-management skills. And the personal and professional diversity of students infuses the academic experience with collective vigor, humor and respect.



## THE PEOPLE YOU'LL MEET

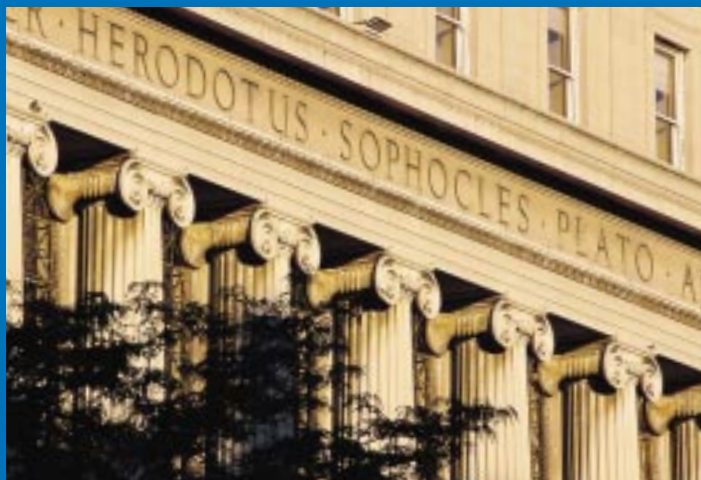
The Berkeley-Columbia Executive MBA program draws students from all over the United States with a range of cultural, personal and professional backgrounds. Faculty members and students alike cite the well-rounded and diverse class mix as one of the most remarkable and enjoyable aspects of this program. Among your classmates, you'll find doctors, lawyers, entrepreneurs, venture capitalists, engineers, scientists, accountants, bankers, marketers and more.

## STUDENT SERVICES

Dedicated members of the program office handle registration, textbook distribution and other logistics, freeing you to focus on the work at hand. You have access to high-caliber career workshops and a dedicated career counselor. And hotels provide all the amenities a busy professional needs on the road.



—Ellen Conant MBA '04  
Principal  
Conant Design  
Boston, Massachusetts



“My MBA will help me with my consulting practice, which is about tying together multiple stakeholders in complex organizations and acting as an interface with design teams. It will put me more in the driver’s seat as I help clients create and implement marketing strategies. Coming from a nontraditional background in visual information design, I wanted an interdisciplinary program with a variety of perspectives.”

## A DAY IN THE LIFE

Dan Whisenhunt, MBA '03 and senior vice president at Jones Lang LaSalle, on life in the Berkeley-Columbia Executive MBA program:

- I wake up at 6 a.m. with the idea of jogging a bit around the area. I quickly abandon that idea and walk over to a café instead. I come back to the hotel and finish up any last-minute reading or preparation for that day’s agenda. If there’s time, I’ll check my work e-mail.
- After a quick breakfast, I catch the shuttle to the UC Berkeley campus at 8:15 a.m. The bus ride is a time to catch up with classmates on topics from favorite faculty members to class deliverables to work-related happenings.
- We arrive at school and head to the classroom. From this time until 7:30 p.m. I am dedicated to classroom presence and participation, with the exception of breaks to grab more coffee or check voice-mail. Classmates and I often join up for lunch or campus events.
- Classes are fascinating and intense. In the International Seminar our guest speaker is Jan Kavan, president of the 57th session of the UN General Assembly. Later we study Capital Markets and Management of Technology.
- After classes end, it’s back to the hotel for dinner, then we reconvene for a study session, work on a group project or simply enjoy social time. Most of the time these activities cross the midnight line—sometimes well beyond it—and then I try to get some sleep before the next day begins.



“The sense of community faculty members and students share is different from other MBA programs, because we spend so much time together. At Berkeley, I stay in the same hotel as the students, which lets me chat with them in the evening about what they’re doing. You get to know each other very well.”

—Nelson Fraiman  
Professor of Professional Practice  
Decision, Risk and Operations  
Columbia Business School



# Focus on Collaboration

To succeed in an intensive, 19-month MBA program requires a spirit of teamwork. The program's emphasis on teams creates a collaborative culture in which students alternately lean on and support one another. This naturally leads into professional networking as classmates seek or offer information, contacts and advice.



## FROM SHARING THE LOAD . . .

Study groups of four to six students are formed at the outset of the program to allow the pooling of energies and strengths on course reviews and assignments. Assigned study groups remain intact for the first two terms; thereafter, students form their own groups based on common interests or geography.

In addition to their study groups, students work in teams to complete group projects assigned by professors during the term. In Organizational Behavior, for example, teams of students analyze an actual problem or issue in an organization of their choice. In Managerial Negotiations, groups of students use newly acquired skills to solve problems and achieve consensus on a research project. And in the optional Team





—Aninda Moitra MBA '04  
Senior Regional Manager  
Applied Materials  
Santa Clara, California

“I expected collaboration in the program, but this is just amazing. In the first week, for example, I received an e-mail from a classmate who had put together a breakdown of everything that’s required for the whole term and sent it out to everybody. Right from the start, even with simple things like homework, people have not held back from making suggestions for doing things better and helping out with whatever they have. And it’s not just centered around our study group but across the entire class.”

Project course, groups of students work together to analyze and resolve complex business problems—often drawn from their own companies—using what they have learned.

### ... TO PROFESSIONAL NETWORKS

Intensive classroom lectures and demanding group projects transform students from just friends into a tightly knit, permanent network. Students report that even casual conversations during class breaks and social events can result in important connections. The diversity of student professions and industry backgrounds contributes to a set of contacts that can help with everything from business deals to new career opportunities. After graduation, the network extends to include two vast alumni associations that pay lifelong dividends.

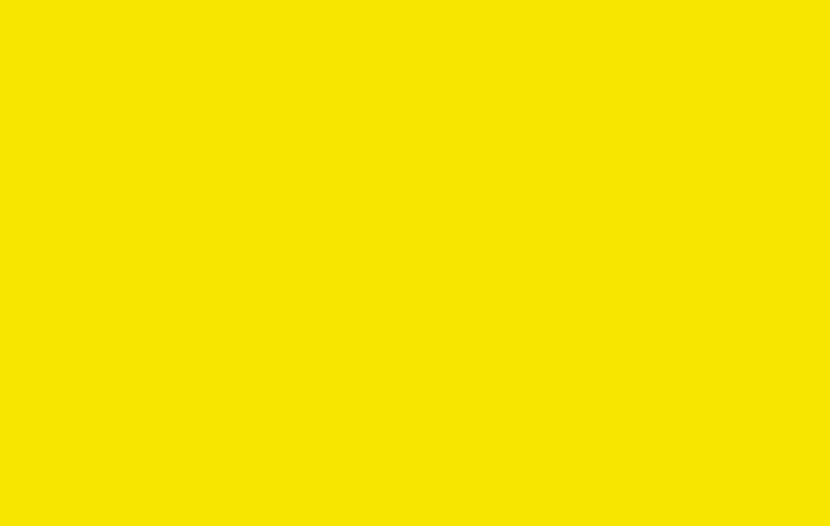


“I did a lot of research before coming to this program and found the idea of two networks appealing. At Berkeley we have networking opportunities with daytime and evening MBA students. When we go to Columbia, we network with EMBA-Global (New York-London) and other Executive and full-time MBA students. And today we had a mixer with other MBA students from Berkeley, Columbia, Wharton and Stanford. Now, whenever I need something, I can flip through my Rolodex and find contacts offering all types of resources in a variety of industries. The program definitely delivers.”

—Ruizhong “Ray” Wu MBA '03  
Senior Manager, Cisco Systems  
San Jose, California







# Two Campuses

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# Two Cultures

The combined strengths of two top universities match the educational advantages of studying in two top business centers. Exposure to the East and West Coasts' distinctive "flavors of business," as one student describes it, boosts students' confidence in negotiating a wide range of career settings from the traditional to the leading edge. Students also gain the opportunity to learn firsthand the full spectrum of ideas and practices shaping tomorrow's business world.

## THE HAAS SCHOOL OF BUSINESS AND THE BAY AREA

Established in 1898, the Haas School of Business at the University of California, Berkeley, is a world leader in producing new ideas and innovations. The Haas School's forward-looking academic culture stresses teamwork, entrepreneurial drive, scholarship and openness to new ideas. The school benefits from its strong connections to nearby Silicon Valley and UC Berkeley's practice of interdisciplinary research and teaching. UC Berkeley, with eight Nobel laureates currently on its faculty and a history of pioneering research, is regularly ranked among the world's top universities. The Haas School is housed in a complex of three interconnected buildings that feature the latest learning technologies, including wireless computer access. The university's wooded, hillside campus offers spectacular views of the Golden Gate Bridge, the Pacific Ocean and San Francisco—a world-class city and vibrant business center.





—Jim Rogers MBA '03  
President and CEO  
Nextrials, Inc.  
San Ramon, California

“I’ve always been more familiar with the West Coast ‘flavor’ of business and didn’t realize the many subtle differences between East and West Coast business cultures. But through this program I’m now more familiar with the East Coast approach, and I’ve really come to appreciate it. As a result, I’m much more comfortable moving in those circles than I used to be.”

### COLUMBIA BUSINESS SCHOOL AND MANHATTAN

For more than 30 years, Columbia Business School has provided first-rate executive MBA programs that afford the resources, networks and learning of full-time study. Consistently ranked in the top handful of graduate business programs worldwide, Columbia offers an international business environment, broad reach within the global business community and Ivy League intellectual capital. With thousands of multinational companies and major stock, bond and commodity exchanges, New York City is a working model for today’s global business community and an incomparable environment for executive-level studies. School facilities include technologically advanced, amphitheater-style classrooms and breakout rooms for team projects in a state-of-the-art new building. The school is housed on the Columbia University campus in Morningside Heights, a vibrant neighborhood on the Upper West Side of Manhattan that is within easy reach of midtown attractions.



**Being part of a bustling university campus grants Berkeley-Columbia students access to such guest speakers as Robert Rubin, former secretary of the treasury and a director of Citigroup.**



Warren Hall is the New York home of the Berkeley-Columbia Executive MBA program.



# Facts and Figures

## PROGRAM AT A GLANCE

- Classes begin in May and finish in December, 19 months later.
- The program consists of five terms, each one spanning about four months.
- Each term consists of five sessions. Four are held at UC Berkeley; one is held at Columbia.
- In California, classes meet Thursday through Saturday, approximately every three weeks, at the Haas School on the UC Berkeley campus.
- In New York, classes meet Wednesday or Thursday through Saturday, five times over the course of the program, on the Columbia University campus.
- Instruction is divided equally between Haas and Columbia faculty members.
- Graduates are awarded MBA degrees from both UC Berkeley and Columbia Business School.
- Alumni join the worldwide networks—together almost 65,000 MBAs strong—of both Columbia Business School and the Haas School of Business, gaining access to information, mentors and jobs.



Term 1 May – August	Term 2 September – December	Term 3 January – April	Term 4 May – August	Term 5 September – December
Managerial Economics	Operations Management	Global Economic Environment	International Seminar Trip	Elective
Organizational Behavior	Marketing	Corporate Strategy	Elective	Elective
Data Analysis	Corporate Finance	International Seminar	Elective	Elective
Financial Accounting	Managerial Accounting (half-term course)	Negotiations	Elective	Elective
	Decision Models (half-term course)		Elective	

The courses above are subject to change. For specific class dates and the most up-to-date information, visit [www.berkeley.columbia.edu](http://www.berkeley.columbia.edu).

## PROFILE: ENTERING CLASS OF 2003

### Demographics

Size of entering class	.60
Women	.30%
Minorities	.27%
Median age	.34
Age range	.26–50
Average years of work experience	.12
Percentage from outside California	.23%

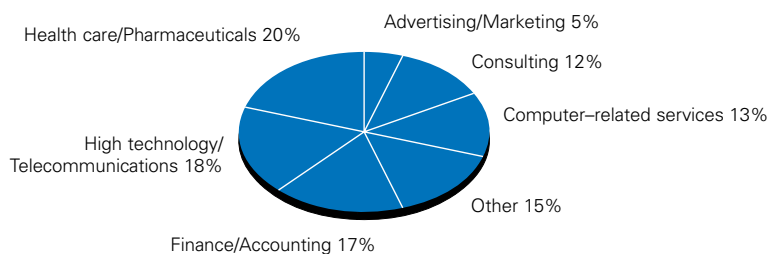
### States represented:

CA, CO, DC, GA, IL, MA, NV, NY, PA, TN, UT, VA, WA

### Functional Expertise

General management	.27%
Sales/Marketing	.18%
Consulting	.15%
Engineering/Project management	.10%
Finance/Accounting	.10%
Operations	.7%
Other	.13%

### Student Profile by Industry



### Partial List of Employers

- Allied Domecq Wines
- American Express Company
- AOL Time Warner
- Applied Materials
- Bank of America
- Cisco Systems
- Dolby Laboratories
- Gap, Inc.
- Gilead Sciences
- Guidant
- Hewlett-Packard
- JPMorgan Chase
- KPMG
- Legend Computers
- Lockheed Martin
- PG&E
- Roche Diagnostics
- Sun Microsystems
- Travelzoo
- Wells Fargo

# How to Apply



We welcome your interest in the Berkeley-Columbia Executive MBA program and invite you to apply. To optimize ease and convenience, the application process for the program is handled entirely online. Detailed instructions and an application, as well as up-to-date deadlines and program fees, are available at [www.berkeley.columbia.edu](http://www.berkeley.columbia.edu).

Please note that candidates may have only one active application to any UC Berkeley or Columbia Business School program at any time.

## ADMISSION REQUIREMENTS

A joint admissions committee representing both schools evaluates each application on the basis of professional achievement, academic ability and personal attributes.

**Professional Experience.** The application includes a detailed work history. Successful candidates present a record of significant achievement and demonstrated leadership ability.

**Academic Preparation.** Transcripts from all prior institutions of higher education are required. Candidates must have a bachelor's degree; international applicants must have an equivalent degree from a recognized institution. We do not accept transfer credit.

**GMAT.** The Graduate Management Admission Test is required for admission. Candidates must arrange testing and score reporting with the Graduate Management Admission Council at [www.mba.com](http://www.mba.com). Most non-native English speakers must also take the TOEFL.

**Company Sponsorship.** Applicants must submit official written authorization from their employer stating permission to attend class on workdays. Some employers also provide financial support.

### ON THE WEB [www.berkeley.columbia.edu](http://www.berkeley.columbia.edu)

- Application process
- Application deadlines
- Program fees and financial aid information
- Information session dates
- More on visiting the campuses



**Letters of Recommendation.** Candidates must submit two letters of recommendation from current or recent supervisors who can attest to their management abilities and potential to take on increased responsibilities.

**Admissions Interview and Personal Essays.** The admissions process includes essays and a face-to-face interview to assess a candidate's personal attributes and professional qualifications.

**Application Fee.** A fee of \$165 must accompany the application.

#### APPLICATION DEADLINES FOR THE CLASS ENTERING MAY

Early deadline: February 1      Decision communicated by: March 8

Final deadline: March 1      Decision communicated by: April 15

#### PROGRAM FEES AND FINANCIAL AID

Fees cover tuition, books, accommodations and some meals during residence periods and the International Seminar. Airfare is not included. Participants and/or their firms are billed in installments. If you are self-sponsored, you may finance the program through educational loans.

#### LAPTOP REQUIREMENT

All entering students are required to have a laptop computer.

#### THE NEXT STEP

We encourage you to visit one or both of our campuses to find out more about life as part of the Haas School and Columbia Business School communities. Information on class visits, upcoming information sessions in your area and more can be found online at [www.berkeley.columbia.edu](http://www.berkeley.columbia.edu).



#### Contact Information

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## **CONTACT INFORMATION**

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### **COLUMBIA UNIVERSITY**

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