

Qualifications and application process

Candidates for entrance into the PDP will have satisfied the requirements for an undergraduate degree in chemical engineering or a related discipline. All other requirements for admission to the PDP are identical to those required for admission into the traditional chemical engineering Master's program (GRE, transcripts, etc.). Interested candidates should apply to the Department of Chemical Engineering's graduate program following the standard procedure described on the graduate division website, <http://www.grad.berkeley.edu>. Indicate that you are applying for a master's degree in chemical engineering (Plan II). You may also request a written application from 201 Gilman Hall, Berkeley, CA 94720.

We will begin accepting applications (preferably online) from prospective students starting on November 1, 2008. The admission decision to the PDP will be made by a faculty committee in consultation with the PDP Executive Director. The last day to submit an application is January 9, 2009. Early application is strongly encouraged as we expect strong demand for the limited number of students we can admit to the PDP this year.

Meeting financial requirements for the program

Unfortunately as a new program that does not have a research thesis requirement, we cannot at this time offer research assistantships or fellowships to those admitted to the PDP. We are continuing our efforts to raise funds beyond our initial seed funding to sustain the program, and we will do what we can to offer students assistance to the extent we are successful. At this time, however, we must advise students to consider the various sources of financial aid available to all qualified students who apply to graduate school at U.C. Berkeley (<http://uga.berkeley.edu/fao/default.htm>). Students should make the "return on investment" decision of entering the program with the assumption that they will be responsible for financing their attendance.

Career options and job placement

We believe that graduates of the PDP will enjoy an expanded set of career options as compared to those available to graduates of traditional graduate-level engineering programs. We are committed to making every effort to assist our students in their efforts to identify and secure suitable initial professional positions and career tracks in industry.

Through industry involvement in our classrooms, special industry and company events on campus, and our field project program, we anticipate that students of the PDP will have ample opportunity to meet and work with prospective employers prior to graduation. We fully expect that as the program's reputation grows, PDP graduates will enjoy an abundance of career opportunities.

For more information

PDP website

[http://cheme.berkeley.edu/
PDP/overview.html](http://cheme.berkeley.edu/PDP/overview.html)

Contact

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The 2009-2010 U.C. Berkeley Product Development Master's Program



The Product Development Program offers a challenging, interdisciplinary, product-focused learning experience for engineers, scientists, and related disciplines

PDP

INNOVATION • DESIGN • DEVELOPMENT

Degree highlights

- 1 calendar year (3 semesters)
- Focused on real-world practices
- Tailored for engineers and scientists
- Individualized areas of industry specialization
- Innovative, team-based field projects
- Non-thesis Master of Science degree from top-ranked department

Background

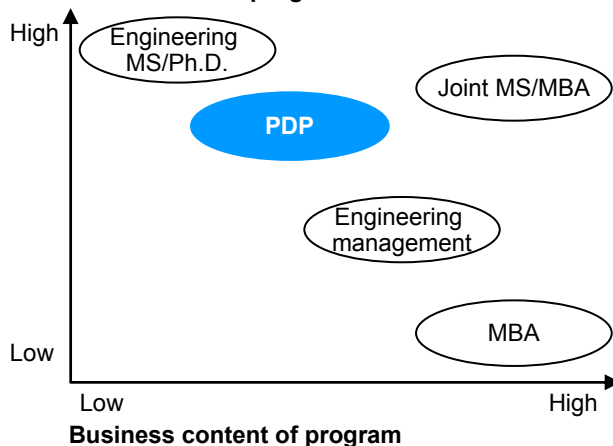
In Fall 2006, the Department of Chemical Engineering at U.C. Berkeley initiated a new and innovative Product Development Program (PDP). The PDP is a graduate-level degree program whose central aim is to fill the unmet need at national and international levels for graduates of engineering and related disciplines who have knowledge and field experience in the complex process of transforming technical innovations into commercially successful products. In the space of one calendar year, PDP graduates will gain exposure to real-world product development practices in a range of chemical process-intensive industries including biotechnology, micro-electronics, nanoscience, and consumer products.

By combining elements of advanced technical knowledge with focused business-related training, the PDP aims to fill a specific niche in the “choice space” of graduate education options for engineering graduates.

PDP fills a specific niche

CONCEPTUAL

Technical content of program

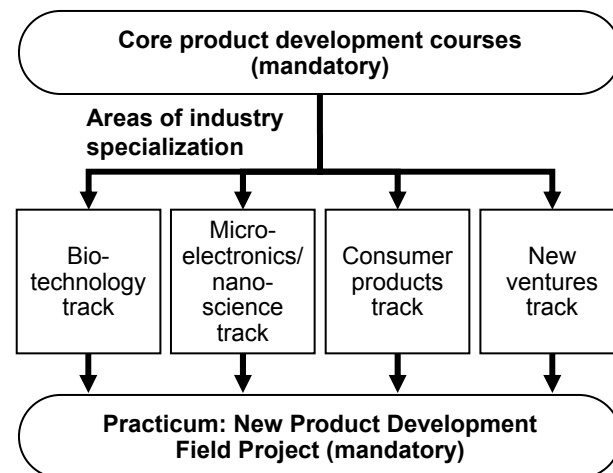


The PDP does not require a research thesis, but students will find completing the extensive coursework and field study assignment challenging. Students who successfully complete the program's graduation requirements will be awarded a Master of Science degree in Chemical Engineering with an emphasis on product development.

Program description

The academic content of the program is the result of a careful design process using as input the results of extensive interviews with industry, faculty, and students. Each component of the program has been thoroughly vetted with several representatives from each one of these stakeholder groups.

Overview of PDP curriculum



The program is composed of three basic elements, each of which must be satisfactorily completed before graduation:

- A two-semester sequence of courses focused on the fundamentals of new product development practice
- Elective courses focused on one of four areas of industry specialization – biotechnology, microelectronics/nanoscience, consumer products, and new ventures
- A challenging 2-month team-based field study assignment related to product development practice at a host company

Faculty

In addition to the PDP Executive Director, Dr. Keith Alexander, the entire regular tenure and non-tenure track faculty of the U.C. Berkeley chemical engineering department will act as advisors and occasional lecturers in the program. You can find descriptions of the professional backgrounds and areas of research interest of every faculty member at <http://chemistry.berkeley.edu>.