

THINK IN THE NEXT

UCLA ANDERSON SCHOOL OF MANAGEMENT
EXECUTIVE MBA PROGRAM

110 Westwood Plaza
Collins Center for Executive Education
Suite A105, Box 951481
Los Angeles, CA 90095-1481

310.825.2032 Tel
310.206.4151 Fax
anderson.ucla.edu/emba

All information is subject to change without notice.





We place you in a learning environment that uses a board of directors as its model—so each study group benefits from the board’s distinct yet complementary areas of expertise.

For EMBA students, “Think in the Next” means bringing the future into focus and not relying on old thinking.

More and more of today’s thought leaders are coming from the same place: UCLA Anderson’s EMBA Program.

Leaders like Mauricio da Silva (‘07), Director, iPhone iPod Worldwide Service at Apple Inc.; Dan Greene (‘06), U.S. Online Sales and Operations at Twitter; and Dr. Kathy Magliato (‘06), Director of Women’s Cardiac Services at St. John’s Medical Center, Santa Monica. Leaders who are taking their companies and organizations to the same place: well into the future.

UCLA Anderson puts its Executive MBA students on the fast track to the C Suite the moment they step on campus. We team you with a group of highly gifted, highly motivated classmates drawn from diverse, well-connected backgrounds—classmates who collaborate and challenge you through your core studies and throughout the course of the program.

We expose you to a series of international programs that prepare you to succeed here or anywhere on a global stage. We keep the program at optimal size—72 students—surrounding you with gifted financial experts, management specialists, marketing minds, media and entertainment leaders, doctors, lawyers and military professionals.

Add a culture where faculty, students and staff operate on a first name basis, and you begin to understand how “Think in the Next” isn’t just a phrase we use, but it’s a common ethos.

Study here, excel anywhere.

While most Executive MBA Programs work on the old model of bringing the world into the classroom, UCLA Anderson thinks in the next and takes the classroom to the world. With traditional borders disappearing and global markets converging, it stands to reason. Rather than merely study global commerce from a distance, students who take part in our international study and exchange opportunities gain firsthand exposure to the current business dynamics and customs of other nations—and create career options in the process.

International Residency Program: China

China's global economic impact is exponential. Therefore, for today's emerging business leaders, understanding its history, economy and business culture is essential. What better solution than immersion? Our China Residency Program introduces EMBA students to Chinese management theories, principles and practices. The curriculum includes class lectures, excursions to local companies and networking opportunities with foreign students, faculty, business and government officials.

International Study Elective Courses

EMBA students have the opportunity to acquire direct exposure and business acumen by traveling with faculty internationally for one-week elective courses.

Sample International Study Elective Courses

- Marketing Strategy & Planning: Focus on Central & Eastern Europe
- Business Environment and Opportunities in Japan
- Economic Evaluation in Healthcare: Focus on South Africa
- Sustainable Development: The Case of Costa Rica

- Malaysia and Singapore: Understanding International Business at the Confluence of Western, Chinese and Islamic Economies

International Exchange Programs

EMBA students can take one-week elective courses at our exchange partner schools. These opportunities expose students to international business customs, as well as networking with students at some of the world's top business schools.

International Exchange Program Partners

- EADA, Spain
- SDA Bocconi, Italy
- Seoul National University, South Korea
- Tel Aviv University, Israel
- University of Toronto, Canada



NAN BODEN ('11)
DIRECTOR OF ENGINEERING
GOOGLE

"I would never have ended up in my position, and I mean never, if I hadn't taken the road through Anderson's EMBA program. Doing so made all the difference in the trajectory of my career."



CAPT. BRET MORRIS ('13)
HMX-1
PRESIDENTIAL SUPPORT DETACHMENT PILOT

Thanks to our international offerings, UCLA Anderson EMBA students practice their global skills on the world stage.

INTEGRATED CURRICULUM

Master a comprehensive, compelling and relevant mix of classes.

Whether you're setting your sights on C level, advancing to a higher leadership role or enhancing skills in your chosen field, EMBA curriculum leads the way. It provides a broad foundation that melds all essential business disciplines with coursework that instills the knowledge, confidence and skills students need to propel their career forward. The courses are rigorous, the content is relevant and the results are remarkable.

Core classes: Anchor your future success

Through core classwork, students gain:

- An integrated, cross-functional understanding of business
- Leadership, communication and presentation skills
- Analytical problem-solving skills for business-critical issues
- Global and multi-cultural perspectives

Leadership Foundations: Develop personal and team leadership skills in a learning-lab environment

Leadership Foundations is a core class whose messages span the entire EMBA program. Assessments like Emotional Intelligence View 360 and the Birkman will provide the personalized, detailed feedback that is essential for developing full leadership potential.

Elective classes: Add depth to your knowledge in an area of interest

Above all, education should be personal. So we foster each student's unique career ambitions. Beyond core classes, 16 units of electives are required and offered

in one-week blocks during June and August. EMBA students can also enroll in elective courses offered in the Full-Time and Fully Employed MBA Programs, as well as those across the UCLA Campus. These include course offerings through the Schools of Public Affairs, Theater, Film and Television, Engineering and other schools at UCLA.

Leadership Speaker Series

An important part of the UCLA Anderson EMBA Program is the Leadership Speaker Series. The individual perspectives, plus the interchange of ideas that occurs, add a distinctive dimension to the EMBA leadership education. During the past few years the series has included Kevin Sharer, CEO, Amgen Inc.; Julia Stewart, CEO, IHOP; Betsy McLaughlin, CEO, Hot Topic Inc.; Wes Bush, President, Northrop Grumman Corp.; Richard Riordan, Former Mayor of Los Angeles; and leadership expert Marshall Goldsmith.

DR. BRANDON KORETZ ('13)
CO-CHIEF DIRECTOR OF GERIATRIC MEDICINE
UCLA HEALTH

"Before entering the EMBA program, I had a tendency to spend whatever it cost to provide a valuable resource. Now I understand that every dollar spent on one thing is a dollar that is not available for something else. I understand more fully the trade-offs and their implications."



ERIC SUSSMAN
ACCOUNTING AND
REAL ESTATE PROFESSOR



Bloomberg Businessweek selected Eric Sussman as one of the most popular business management professors in the world.

Stay ahead of emerging technologies, shifting global economies and executive management trends.

The UCLA Anderson EMBA Program prepares you for the most relevant kind of work—not yesterday’s fading fields. By taking specific electives, students have the opportunity to earn certificates in their chosen areas of interest.

ENTREPRENEURSHIP

Gain the skill and agility to launch and run a business, work in start-up ventures or create new initiatives within an established company.

GLOBAL MANAGEMENT

Prepare for an international leadership role by embedding a broad knowledge of global commerce.

FINANCE

Master the fundamentals of so many business disciplines and functions.

MARKETING

Focus on building the strategic skills needed to successfully promote products or services.

LEADERS IN SUSTAINABILITY

The Leaders in Sustainability Program enables students to benefit from world-class sustainability related courses at UCLA. Students complete a core course in sustainability and relevant electives.

TECHNOLOGY LEADERSHIP

The Easton Technology Leadership Program is named for UCLA engineering graduate and sports equipment guru James Easton. It offers the comprehensive technical concentration that equips graduates with the leadership preparedness, managerial knowledge and entrepreneurial spark to succeed in diverse technical settings—from small start-ups to larger global corporations.

“I’m an engineer. But here I meet people from the Navy, the movie industry, all the arts, biology, banking. You name it.”

LAURENT MEURETTE ('14)
PLANT MANAGER
NATIONAL CEMENT COMPANY



LAURA FREEMAN ('14)
RESERVOIR ENGINEER
SHERIDAN PRODUCTION COMPANY LLC

“In EMBA you learn to think and look at innovation. It’s a real *Fast Company* mentality. It becomes a belief that says, ‘We can come up with a solution for that. It’s us. It’s now.’”

DAVE SUNDARAM ('14)
PARTNER
ODYSSEY REAL ESTATE CAPITAL



“What made me realize my EMBA would be incredibly valuable? It was when Macro-Econ Professor Ed Leamer showed that ten of the last twelve recessions followed the same sequential pattern of steeply decreasing housing sales, then automobile sales, then business capital investment, then commercial real estate values. That was my “Ah ha moment.” I’m in commercial real estate as an owner/investor, and understanding long-term economic trends and leading indicators is absolutely crucial to setting successful strategy. These lessons definitely help me spot trends, build wealth and avoid costly mistakes.”



SAINA GHANDCHI ('13)
CONTRACT TECHNICAL MANAGER
FOR MARS 2020
JET PROPULSION LABORATORY

"UCLA Anderson puts the future in focus. My dream is to be the CEO of a multi-million dollar company. I'm going to make it a reality."

STRATEGIC MANAGEMENT RESEARCH

Discover more facets of business than you could ever imagine.

The Strategic Management Research (SMR) field study is the capstone of the EMBA Program and has been honed at UCLA Anderson for more than 45 years. While the classroom is where students analyze, question and innovate, their real-world consulting transforms their acquired knowledge into a GPS for real world business success.

Over a six-month period, consulting teams of EMBA students and their faculty advisors work with leading companies and nonprofit organizations to overcome strategic business challenges. Here are just a few of our recent SMR clients:

- Microsoft
- Kaiser Permanente
- Hyundai
- RoadRunner Sports
- Cisco
- Pratt & Whitney
- Hewlett Packard
- GE
- Honeywell

WORLD-RENOWNED EMBA FACULTY

Long-standing industry leaders publish thought-provoking research.

UCLA Anderson faculty consistently rank among the nation's finest. Like the students who are hand-chosen for the program, EMBA professors are the best of the best.

This international group of authorities publishes in leading journals and receives recognition for research excellence. These individuals are acknowledged as thought leaders in their respective fields. What's more, EMBA faculty is accomplished at bridging the gap between the academic world and the business world.

How do they do it? They've been advising entrepreneurs, corporations and countries for years.

Associate Professor Mark Garmaise's primary research delves into corporate finance, real estate, entrepreneurship and banking. He has received numerous awards for published research, the 2007 Citibank Most Outstanding MBA teacher and the Neidorf Decade of Teaching Award among many others.

MARK GARMAISE
ASSOCIATE PROFESSOR



How we invest in your success.

Individual Career Coaching

Whether you're rising to the next level in your organization or considering a career move, the EMBA career coach can help you define objectives and evaluate career goals—beginning in your first year. Highly experienced in working with business professionals, our career coach brings a real-world perspective to help you plan and execute your career strategy. This includes guidance on networking and interviewing, assisting with current job issues such as performance reviews and developing a strategy for advancement within your organization.

Career Workshops

We offer a series of career management workshops spanning the EMBA program. The series is called "Marketing Yourself for the Job You Want," and it includes Career Shifting, Leveraging Your MBA Within Your Current Organization, Networking, The Job Search Process, Interviewing, Negotiating, Dealing With Executive Search Firms and other career topics.

Executives-in-Residence

Executives-in-Residence are senior corporate executives who are experts in banking, management consulting, marketing/brand strategy and technology leadership/organizational advancement.

Virtual Career Management Resources

The UCLA Anderson Professional MBA Career Management Center website provides relevant information on career management, career change, self-assessment, networking, composing resumes, cover letters, interviewing and negotiating.

In addition, various career webinars are offered throughout the year, all of which are recorded and viewable on demand.

Lifelong Career Advice

Career Services are also available to you as an EMBA after you graduate.



"One of the biggest things I came away with is the ability of the human brain to multitask. To push and push itself, yet balance all the demands of school, job, family, friends and social life and come through the other side having gotten it all done."

JIM HU ('13)
HEAD OF STRATEGY AND OPERATIONS
YAHOO! SPORTS



ALUMNI NETWORK

Expand your network to include our global alumni base—35,000 strong.

EMBA students quickly discover that the connections they make at UCLA Anderson extend far beyond the classroom. The second you start here, you will become part of a formidable global network—a community without borders that can help open doors and close deals. The UCLA Anderson School of Management has engineered a remarkable history of success for more than 75 years.

At UCLA Anderson, you are part of one of the world's largest, most renowned alumni networks. Its graduates populate the highest echelons of international business. One alumnus founded and oversees a \$3.7 trillion money management firm, the largest on the planet. Another is the prime mover behind all of Google's Advertising and Measurement Platform Products.

The UCLA Anderson Alumni Network includes more than 35,000 corporate executives, entrepreneurs, consultants, film producers, high-tech innovators and financiers. Through regional alumni chapters, graduates can expand networking channels, learn from visiting faculty and connect with local business leaders.

Lifelong Learning—Alumni Class Audit

We believe that you can never graduate from learning, so at UCLA Anderson, we offer course auditing privileges for EMBA alumni. EMBA, FEMBA and MBA alumni can attend elective classes, where space is available.

Alumni Career Resources

Alumni have lifelong access to numerous career services: individual career coaching, career workshops, career-research resources and UCLA Anderson's global alumni directory.

Become one of the select 72.

To apply, visit our website:
anderson.ucla.edu/emba

The application consists of:

- Two letters of recommendation
- Official sealed transcript(s)
- Resume
- Essays
- GMAT or GRE
- TOEFL for selected international applicants

In-person interviews are by invitation only. Admission offers are made on a rolling basis until the class is complete.



COLONEL LARS HOFFMAN ('15)
COMMANDANT
UNITED STATES AIR FORCE TEST PILOT SCHOOL

"I feel the UCLA Anderson School of Management appreciates me as a veteran and they value my military leadership and management experience."

