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Is it possible for an MBA program to be pragmatic yet visionary? Competitive yet collegial? Disciplined yet imaginative? Locally engaged yet internationally astute? Absolutely. In fact, it’s welding these qualities together that makes a UCLA Anderson education so adaptable to the changing landscape of business. At UCLA Anderson, you don’t just witness the multiplication of tomorrow’s intellectual capital—you have an everyday stake in creating it. Can you imagine a more exciting place?
It’s no coincidence that Kaplan/Newsweek named UCLA one of the nation’s “Newest Ivies” in 2006, recognizing it on the same academic footing as the eight northeastern US schools in the renowned Ivy League. At UCLA you find first-rate global academic programs, students, and faculty. And here you find an environment that’s constantly fueled by fresh thinking. Small wonder that UCLA Anderson has created its own remarkable niche by looking at the world from a 21st-Century perspective and continuing to refine what a world-class MBA program can be.

At UCLA Anderson, you won’t learn what to think—you learn how to think. By taking in core principles and best practices from one of the most imaginative management faculties in the world. By tapping the inexhaustible energy of this entrepreneurial environment. By teaming up to solve difficult problems and create yet-to-be imagined products or services. By conducting serious, real-world research. By learning through service in diverse communities. By interning at businesses and corporations in various corners of the world. By utilizing the advice and mentoring of some of the most successful alumni around.

Welcome to UCLA Anderson. 75 years of success and counting.
UCLA WAS RECENTLY NAMED ONE OF THE NATION’S “NEWEST IVIES.” AND UCLA ANDERSON WAS A DYNAMIC FACTOR CONTRIBUTING TO THAT ACHIEVEMENT.
I wanted an MBA program that met my personal ambitions: serious discipline and serious creativity. I wanted to be able to follow a map but also learn to navigate without one. That’s what this education is giving me. How many other schools can manage that?"
LEADERSHIP IS A COMPLEX RESPONSIBILITY, DEMANDING A VERY BROAD PACKAGE OF KNOWLEDGE, SKILLS AND BEHAVIORS. It requires analytical understanding and expansive strategic thinking; emotional intelligence, interpersonal effectiveness and execution skills; cultural sensitivity and global breadth; tenaciousness and flexibility. That’s a tall order. At UCLA Anderson you will experience a rich, varied, challenging and exhilarating set of learning experiences. You will be prepared to assume increasingly complex global leadership responsibilities in corporate, entrepreneurial, government or non-governmental organizations. We’ll help ready you with world-class faculty, transformative intellectual and personal development opportunities, peers that challenge you, and leadership role models whom you can admire. The rest is up to you.

JUDY D. OLIAN
Dean and John E. Anderson Chair in Management
This is the city, Los Angeles, California. The city that redirected the talent of the defense industry into a series of next stage enterprises after the fall of the Berlin Wall. The city that consistently generates visionary companies like Amgen, which used recombinant DNA and molecular biology to launch biotech's first breakthrough medicines. And, of course, the city that's the entertainment capital of the world. Backward just isn't a natural way for Los Angeles to look at the world. So it's no surprise that UCLA Anderson thrives in this environment—and that its graduates succeed in every field of business. From financial services to technology, from consulting to consumer products, from media and entertainment to healthcare services and products, from real estate to manufacturing, from non-profits to the wide world of energy. Los Angeles. You can learn a lot from a teacher this good.
Los Angeles runs on a premium blend of expertise and innovation.

Nine reasons LA is such an amazing place.

01. East-West Finance
More than 100 foreign commercial banks operate branches in LA. So do dozens of investment banks, financial law firms and private equity shops.

02. The Common Language is Opportunity
There are at least 224 identified languages in LA County. This does not include differing dialects.

03. Star Tech
LA’s technology industries have four times the gross domestic product and more diversity than the Silicon Valley. Yahoo! planted a flag in Burbank. Ditto Microsoft, in downtown LA.

04. Pacific Rim Magnet
LA is the largest international trade center in the nation. The biggest, busiest U.S. port combined with the third largest world airport give LA an indelible advantage with Pacific business partners—such as Japan, Korea, Taiwan, and China.

05. The Land of Opportunity Knocks
LA is the entrepreneurial capital of the world. About 200,000 small businesses live and work here. Twice as many as any other region in the US.

06. Industry on Parade

07. The World’s 16th Largest Economy
Numbers don’t lie. It’s LA County and the five-county area. P.S. We’re gaining on Canada and Spain.

08. This Statistic is Entirely Manufactured
LA is the largest manufacturing center in the US. Not Chicago, Detroit, New York, Philadelphia or Minneapolis/St. Paul.

09. Calling All Brand Managers
LA is home to dozens of major consumer packaged goods brands. Nestlé, Mattel Toys, Taco Bell, Neutrogena. More. If you’re considering brand management, LA can get you there.
LOS ANGELES IS ONE OF THE MOST DIVERSE SOCIETIES ON THE PLANET. AND UCLA ANDERSON MIRRORS THIS BY DRAWING AN ASTOUNDING RANGE OF PEOPLE, PERSPECTIVES, AND OPPORTUNITIES.

UCLA ANDERSON IS A DYNAMIC MICROCOSM OF THE MODERN WORLD. THE SCHOOL TAKES IDEAS THAT ARE WAITING TO HAPPEN, AND MAKES THEM HAPPEN—HERE AND NOW—INSIDE AND OUTSIDE THE CLASSROOM. We gain strength from our diversity. Varied ideas and points of view are debated openly and vehemently. Differences in academic and professional background, culture and religion give students first-hand insights into how other people think, negotiate and problem-solve. Diverse studies give students a broader sense of possibility, and open their minds to interests they didn’t even know they were looking to find.

Diversity is more than an ideal at UCLA Anderson. It’s a vibrant reality. And it plays out every day with remarkable results.
COUNTRIES REPRESENTED IN THE UCLA ANDERSON MBA PROGRAM

01. Armenia
02. Australia
03. Belarus
04. Brazil
05. Canada
06. Chile
07. China (PRC)
08. Colombia
09. Dominican Republic
10. France
11. Germany
12. Greece
13. Hong Kong
14. Hungary
15. India
16. Indonesia
17. Iran
18. Ireland
19. Israel
20. Italy
21. Japan
22. Kazakhstan
23. Malaysia
24. Mexico
25. Myanmar
26. New Zealand
27. Pakistan
28. Russia
29. Saudi Arabia
30. Singapore
31. South Korea
32. Spain
33. Sri Lanka
34. Switzerland
35. Taiwan ROC
36. Thailand
37. Turkey
38. Ukraine
39. United Kingdom
40. United States
41. Vietnam
**WOMEN** // In recent years, more and more women have come to recognize the value of an MBA education. UCLA Anderson’s population is about one third female and is a natural choice due in large part to our incredibly active Women’s Business Connection (WBC). WBC boasts nearly 200 members and sponsors more than 20 events per year to help women reach their professional goals and lifestyle aspirations.

UCLA Anderson is also deeply involved with Forté Foundation, as one of a group of major corporations and top business schools that provide a national infrastructure for women to gather the mentoring, networking, and learning opportunities they need before making life-changing decisions about entering the business world.

**UNDER-REPRESENTED MINORITIES** // UCLA Anderson has a long tradition of building relationships with under-represented communities interested in pursuing an MBA. The school partners with Management Leadership for Tomorrow (MLT), a national non-profit organization that has made milestone progress in developing the next generation of under-represented minority leaders in major corporations, non-profits and entrepreneurial ventures.

We are also a member school of the Consortium for Graduate Study in Management, the country’s leading organization promoting diversity and inclusion in American business. Consortium members award full-tuition, merit-based fellowships to America’s best and brightest diverse candidates.

**INTERNATIONAL STUDENTS** // From the Pacific Rim to Latin America, from Western Europe to the Middle East, we have students from over 50 countries. Each fall about 60 UCLA Anderson students exchange places with MBAs at one of our 50+ partner institutions around the globe, further expanding our international population. Every learning team in the core curriculum includes at least one international student, ensuring that you’re constantly challenged by a global perspective.

**MILITARY** // Many MBA candidates bring the strong leadership and strategic skills they acquired in the Air Force, Army, Navy and Marines directly to UCLA Anderson. We attract military personnel from all levels and branches of the armed services, including graduates of the nation’s military academies. The community’s support for military students is evidenced by our participation in the Yellow Ribbon Program, a post-9/11 GI Bill to co-fund post-graduate education, our recognition by Militarymba.net as one of 20 top MBA schools that provide the best value for veterans, and our military club that connects students with veteran alumni.
LGBT

Section G is UCLA Anderson’s club for students interested in increasing awareness of the lesbian, gay, bisexual and transgender community in business. The organization promotes networking events among LGBT alumni and other business leaders where students develop professional contacts and obtain relevant career advice. Each year, Section G sends a delegation to the annual “Reaching Out MBA Conference,” attended by 1,000 students and executives from the world’s leading business schools and companies.

THE BROAD PROFESSIONAL, ACADEMIC AND CULTURAL DIVERSITY AT UCLA ANDERSON IS STAGGERING. MY FIRST-YEAR SECTION WAS MADE UP OF A COLLECTION OF OUTSTANDING AND UNIQUE INDIVIDUALS, CONSULTANTS, ATHLETES, BANKERS, NAVAL OFFICERS—even a professional poker player—and working with classmates from 16 different countries taught me an invaluable lesson: how to approach problems from different and unexpected perspectives. Our diversity is just one of the many things that makes UCLA Anderson such a truly remarkable school.

ALEX THIBAULT // MBA ’11
As business evolves, it rarely follows the exact patterns of the past. Markets swing, opportunities shift, technologies change, the workplace evolves. That’s why UCLA Anderson trains its students to be as flexible as possible. To combine their academic agility with work experience — to equip them for a field they are drawn to — or re-equip them to transition into an entirely new career. Six specialized academic centers point the way. The Harold and Pauline Price Center for Entrepreneurial Studies, for example, sponsors the research and teaching of entrepreneurship, then applies this knowledge through interactive programs for students and the community.

The Price Center’s Knapp Venture Competition trains all types of students — from entrepreneurs to financiers, from consultants to marketers to general managers — on the fundamentals of starting new ventures. Each center supports faculty research and sponsors courses, extracurricular activities and conferences.

Each also provides a variety of opportunities for continuing education and ongoing contact with scholars, students, community and industry leaders. Every generation needs movers and shapers. They aren’t hard to find once you know where to look.
AND REAL-WORLD APPLICATIONS.
SO WE LEVERAGE OUR ENTREPRENEURIAL STRENGTHS TO CREATE NEW CAREER OPPORTUNITIES IN BOTH TRADITIONAL AND NON-TRADITIONAL BUSINESS.
THERE AREN'T MANY MBA PROGRAMS OUT THERE THAT CAN FUSE ENTREPRENEURSHIP, ENTERTAINMENT AND TECHNOLOGY, BUT THIS ONE DOES. AND THAT’S PERFECT FOR MY GOALS FOR MARKETING AND BUSINESS DEVELOPMENT IN THE VIDEO GAME INDUSTRY. THE FACULTY AND STAFF ARE RIGHT WITH YOU, PUTTING STUDENTS FIRST, AND PROVIDING EVERYTHING YOU’LL NEED TO PURSUE YOUR PASSION. THEY DON’T JUST ENCOURAGE YOU TO PUSH THE ENVELOPE, THEY ENCOURAGE YOU TO TEAR IT WIDE OPEN. THIS IS WHERE YOU LEARN TO BE BETTER THAN EXCELLENT.
LINKING STUDENTS WITH INDUSTRY
(AND VICE VERSA)

ACADEMIC CENTERS //

01 ECONOMICS
THE UCLA ANDERSON FORECAST is one of the most widely watched and often-cited economic outlooks for California and the nation. The Forecast strongly supports management education through formal teaching, supervision of MBA Applied Management Research (AMR) projects and lectures related to economic and business/public policy issues.

02 ENTERTAINMENT
THE CENTER FOR MANAGEMENT OF ENTERPRISE IN MEDIA, ENTERTAINMENT AND SPORTS. The Center focuses on the accelerating change in the media, entertainment and sports industries. It brings together distinguished professionals, students, and researchers to embrace new ideas on how companies and executives can manage and thrive in the face of transforming business models. The Center hosts research, industry events, and courses that examine the increasingly complex entertainment sectors and convergence with new forms of media.

03 FINANCE
THE LAURENCE AND LORI FINK CENTER FOR FINANCE AND INVESTMENTS connects research and practice in the field of finance. Named after Larry Fink, the CEO of Wall Street’s BlackRock and a UCLA Anderson alumnus, the Center builds on the research of UCLA Anderson’s exceptional finance faculty, providing industry professionals, students, and other researchers with emerging knowledge and practical advances in finance and related fields.

04 REAL ESTATE
THE RICHARD S. ZIMAN CENTER FOR REAL ESTATE is a worldwide leader in real estate teaching and research. The Center supports a broad range of activities and programs that foster student development, employing an interdisciplinary and global approach to addressing the most critical real estate challenges facing society today and in the future.

05 ENTREPRENEURSHIP
THE HAROLD AND PAULINE PRICE CENTER FOR ENTREPRENEURIAL STUDIES provides a set of academic and extracurricular experiences designed to prepare MBA students for the challenge of business management in entrepreneurial environments. The purpose of its offerings is to develop skills and methodologies that enable managers to marshal resources for new wealth creation, rather than simply administer existing wealth.

06 INTERNATIONAL BUSINESS
THE CENTER FOR INTERNATIONAL BUSINESS EDUCATION AND RESEARCH (CIBER) enriches the international content of the business school curriculum, provides funding to faculty and students involved in international business projects, and conducts outreach programs to the international business community in LA.
THERE IS NO TYPICAL UCLA ANDERSON PROFESSOR OR FACULTY MEMBER. BUT THERE IS ONE CLEAR COMMON DENOMINATOR: A SHARED APPETITE FOR EXCELLENCE.

Not only does our faculty consistently rank among the top scholars in the world, they exhibit excellence across the board. From teaching the fundamentals in the core curriculum to working with our six academic centers to provide specialized elective instruction. From sponsoring real-world research projects to advising student teams on implementing micro-finance projects in emerging markets.

Invention fuels invention. A New Product Development course is propelled by collaborative creativity. Students create a prototype of a cell phone that predates the launch of Apple’s iPhone. A course in Leadership Foundations has long-term impact, helping students identify their leadership style, enhancing their leadership capabilities, and mapping a course for their MBA experience that meets their personal career goals. You could spend years trying to find career opportunities as rich as this.

Fortunately, at UCLA Anderson they’ll find you.

IT’S AMAZING WHAT YOU CAN LEARN FROM A ROCK STAR

THINKER, TEACHER, PUBLISHER // PROFESSOR EDUARDO SCHWARTZ IS AMONG THE FIRST RESEARCHERS TO DEVELOP THE REAL OPTIONS METHOD FOR PRICING INVESTMENTS UNDER UNCERTAINTY. HIS COLLECTED WORKS INCLUDE MORE THAN 80 ARTICLES IN FINANCE AND ECONOMIC JOURNALS, AND HIS MOST RECENT RESEARCH APPLIES REAL OPTIONS TO PRICING VALUES IN THE PHARMACEUTICAL INDUSTRY. HE IS FORMER PRESIDENT OF BOTH THE WESTERN AND AMERICAN FINANCE ASSOCIATION AND A CONSULTANT TO GOVERNMENT AGENCIES, BANKS, AND INDUSTRIAL CORPORATIONS.

PROF. EDUARDO SCHWARTZ
California Chair in Real Estate and Land Economics, Finance Chair

/// THERE IS NO TYPICAL UCLA ANDERSON PROFESSOR OR FACULTY MEMBER. BUT THERE IS ONE CLEAR COMMON DENOMINATOR: A SHARED APPETITE FOR EXCELLENCE. Not only does our faculty consistently rank among the top scholars in the world, they exhibit excellence across the board. From teaching the fundamentals in the core curriculum to working with our six academic centers to provide specialized elective instruction. From sponsoring real-world research projects to advising student teams on implementing micro-finance projects in emerging markets.

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Fortunately, at UCLA Anderson they’ll find you.
THE FACULTY YOU MEET HERE, LIKE THE ONES ON THESE PAGES, ARE TRUE THOUGHT INNOVATORS. IF YOU’RE DRAWN TO THE COMPANY OF LEADING THINKERS AND DOERS, YOU’VE COME TO THE RIGHT PLACE.
It’s one thing to teach core competencies as a basis for managerial excellence. But our MBAs learn something equally valuable: how to do the imaginative lifting.

One huge benefit of entering UCLA Anderson is instantly apparent: an outstanding curriculum built on customized learning. There are no majors here. No tracks. No concentrations. No silos. You acquire the skills you need by choosing classes based on your interests—and on the career direction you plan to pursue. Thinking globally, UCLA Anderson also offers International Exchange Programs for second-year students with 50+ premier business schools. This quarter-long program gives students direct international exposure and training in Africa, Asia, Australia, Europe or Latin America.

Another UCLA Anderson attraction: its signature Applied Management Research (AMR) Program. Students choose teams of peers to embark on a 20-week project in one of three directions. In the Management Field Study, students partner with top organizations to solve a key strategic issue. The Business Creation Option gives start-up minded students the chance to launch their companies while still in school. The Special Project Option allows teams to analyze a strategic issue facing an entire industry.

And besides the most advanced analytical preparation possible, you’ll walk away from here with the confidence, insight, team mentality, and imaginative assets to lead and manage successfully. What you learn at UCLA Anderson, you can put to work anywhere.
OUR AMR PROJECT FOR A REAL ESTATE DEVELOPER IN SANTA CRUZ, CA. SHOWED THE TEAM FIRST-HAND HOW MUCH RISK IS AN INTEGRATED PART OF EVERY DEVELOPMENT PROJECT. IT ALSO TAUGHT ME THE KEY STEPS IN THE DEVELOPMENT PROCESS, HOW TO MARKET PROJECTS TO ATTRACT POTENTIAL TENANTS, AND IMPROVED BOTH MY REAL ESTATE FINANCE MODELING AND PROJECT MANAGEMENT SKILLS. MY AMR EXPERIENCE HAS INEVITABLY BECOME A FOCAL POINT OF CONVERSATION DURING MY INTERVIEWS WITH POTENTIAL EMPLOYERS.
GOING GLOBAL  // Beginning with the class of 2012, all students will have an international requirement to fulfill in one of three ways: (1) take an international elective, (2) spend a term abroad at one of our premier global partner business schools, and/or (3) complete an international Applied Management Research (AMR) project.

CONCURRENT DEGREES AVAILABLE WITH MBA

DDS
JD
MD
Computer Science
Latin American Studies
Library & Information Science
Nursing
Public Health
Public Policy
Urban Planning

AMR PROJECTS BREAK NEW GROUND AND CHANGE LIVES.

01
AMGEN  // Quantitative research is a reliable, time-tested tool for learning the how’s and why’s of business performance. Determining cost savings, for example, is easy. Quantifying intangibles in a business operation, on the other hand — pinpointing value beyond the ledger sheet — is clearly more daunting. Our MBAs took on the challenge for the Global Strategic Sourcing (GSS) Division of Amgen, the California-based biopharmaceutical giant. By designing a “balanced scorecard” that rated factors such as frequency of communication and educating customer bases, they were able to capture and quantify the value of the GSS group to the rest of the company and to make recommendations for applying their “intangible value model” to other Amgen divisions.

02
SONY PICTURES ENTERTAINMENT  // Which market offered the highest probability of success for growing Sony Pictures Entertainment outside the US — Brazil, Russia, India or China? That’s what one of our AMR groups set out to determine. Based on comprehensive reviews that considered the competitive landscape, demographic profiles, penetration of technology, levels of piracy, regulatory/ownership issues and more, Sony chose India for expansion. Given market factors such as the growth of the Indian economy and the power of Bollywood, the team identified the optimal business opportunity: animated programming for children’s television.

03
THE AKSHAYA PATRA FOUNDATION (APF)  // At the start of the second millennium, India had no school lunch program for its children. APF stepped in to ensure that no child should have to choose between getting an education or becoming a laborer to avoid going hungry. A team of students traveled to India to observe the Foundation’s work and examine how to expand its effectiveness. Result? The team formulated an online marketing strategy based on search engine optimization, leveraging Google Grants and social media for APF’s US fundraising arm. Over time these strategies are expected to raise awareness of the magnitude of child hunger and increase APF-US’s online donations by up to $40,000 per month and feed an additional 3,000 children per year.
CREATING THE SOLAR UMBRELLA //
With production of clean energy lagging behind the public’s desire for it, a group of enterprising students set out to build a solution. They developed a mobile solar-powered system that easily mounts on an ordinary outdoor umbrella. The “local grid” this creates brings standard wall outlet power to wherever the umbrella is located. What was science fiction turned science fact. Now iPods, iPads, fans, cell phones and virtually all other household electronics can be powered by the Solar Umbrella.

PREDICTING QUALITY RATINGS AND PRICES FOR CALIFORNIA WINES //
One AMR team decided to assess whether there is a relationship between wines, expert tasting notes, and market prices for California wines. It turns out there is. By analyzing academic and business research, interviewing industry insiders, studying econometric models—and yes, sampling wines throughout Sonoma, Napa, Santa Barbara and Paso Robles—the team developed quantitative methods that established a link between subjective tasting notes and consumer prices. The team earned the Edward V. Sedgwick III award for outstanding research, writing, and report quality.
FLEXIBILITY IS THE KEY TO BUSINESS SUCCESS. SO AT UCLA ANDERSON, YOU CUSTOMIZE YOUR COURSE SELECTION TO BEST SUIT YOUR INTERESTS. OUR YEAR 1 CORE CURRICULUM DELIVERS CROSS-CUTTING BUSINESS FOUNDATIONS ESSENTIAL FOR ANY CAREER. EVEN BEFORE YEAR 2, YOU MOVE TO A COMBINATION OF ELECTIVES. YOU HAVE 12 TO WORK WITH, AND ANY COMBINATION IS POSSIBLE. TAKE ALL 12 IN ONE DISCIPLINE. FINANCE, FOR EXAMPLE. OR TRY COURSES IN 3 OR 4 DIFFERENT BUSINESS AREAS. YOU MAY EVEN TAKE UP TO 3 COURSES IN OTHER UCLLA GRADUATE PROGRAMS. THE CHOICE IS YOURS.

### 01. FIRST YEAR

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### 02. SECOND YEAR

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I CAME TO UCLA ANDERSON FROM INVESTMENT MANAGEMENT SALES. THE SCHOOL HAS A STRONG FINANCE DEPARTMENT AND I ORIGINALLY THOUGHT I'D USE IT TO GET BETTER AT WHAT I WAS ALREADY DOING. THEN, ABOUT HALFWAY THROUGH MY FIRST YEAR, I WAS BITTEN BY THE MARKETING BUG. AND BECAUSE ANDERSON IS SO EXCELLENT ACROSS EVERY DISCIPLINE, I HAD THE FLEXIBILITY TO SWITCH AND STILL SUCCEED. NOW I'M WORKING IN PRODUCT MANAGEMENT IN THE MEDICAL DEVICES INDUSTRY.
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<td>□ Entertainment Law: The Film Industry</td>
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UCLA ANDERSON FUELS THE FIRES OF INDIVIDUAL EXCELLENCE. WE ALSO BELIEVE IN THE POWER OF TEAMWORK. This is an environment where first-class minds and first-class ambitions compete, collaborate and support each other, where you develop an active and balanced lifestyle and learn to thrive.

INTERNATIONAL OPPORTUNITIES » Our students are engaged internationally through a variety of avenues. One example is teaming with the Johnson & Johnson Management Development Institute (MDI). With the Institute’s support a student team traveled 7,600 miles to Ghana to work with HIV/AIDS service providers to increase the care, treatment and support of families battling the disease in AIDS-stricken Africa.

In another project, six UCLA Anderson students worked with the Guatemalan Coffee Federation to put Generally Accepted Accounting Principles (GAAP) in place. This provided the accounting foundation necessary to set a budget, itemize expenses, and expand exports.

Students who decide not to spend a semester abroad can opt for shorter study trips such as those sponsored by affinity or international groups. For example, the Japan American Business Association. Students traveling to Tokyo meet with Japanese business leaders and tour plants to observe operations first-hand.

COMMUNITY INVOLVEMENT » There is a long, deep history of social and community involvement here. The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), for example, takes the skills military veterans have acquired and adds training in entrepreneurship and small business management. The Bootcamp begins with a 3-week online course followed by a 9-day residency in August. UCLA Anderson is one of only six business schools in the nation where this program is offered.
The question isn’t, “how can you get engaged?” The question is, “how do you choose from all the opportunities in front of you?”
The camaraderie of students is obvious from day one. I visited classes to get a feel for UCLA Anderson before I committed, and was amazed that students approached me after class to talk. There’s a real open-handedness here. Once I arrived on campus, second-year students provided me with a number of interviews to learn more about their experiences with internships, clubs and leadership positions. Their generosity helped me build bonds with alumni that ultimately led me to secure a position in healthcare. People reach out here. It’s just part of who we are.

Madeline Dewey // MBA '10
Challenge for Charity (C4C) is the largest charitable organization at UCLA Anderson. Last year, our students volunteered 5,300 hours and raised $105,000 for two charities: Special Olympics and LA Works. Through Project ECHO, our MBA students bring business education to local high school students via an annual business plan competition. The Riordan Programs, begun over 20 years ago at UCLA Anderson, allow our MBAs to mentor high school students and young professionals and prepare them for management careers.

SUSTAINABILITY & SOCIAL RESPONSIBILITY // Today UCLA Anderson faculty and students are hard at work translating the emerging field of sustainability — the discipline that simultaneously considers economic, environmental and social factors as key elements in decision-making in business and public policy — into everyday practice. Through the Leaders in Sustainability (LIS) program, MBA students pursue their interest in sustainability as they collaborate with UCLA graduate students outside the business school. Headquartered at UCLA Anderson under the leadership of award-winning Professor Charles Corbett, LIS has grown in participation from 12 to nearly 100 students in the last several years.

Social responsibility also has deep roots here. For example, the 1000 Homes initiative aimed at ending chronic homelessness in LA County is supported by our Ziman Center for Real Estate. The 2009 competition was won by a team from UCLA Anderson that proposed converting underutilized 1950’s-style hotels into supportive community living for low-income individuals. The Net Impact and Anderson Real Estate Association clubs have teamed to develop new case studies on the financial benefits of buildings that have undergone a “greening” process.

STUDENT CLUBS // The Anderson Student Association (ASA) is comprised of over 40 student-created, student-run clubs and organizations that represent a wide array of professional, cultural, social, identity and athletic interests—a diversity that represents the lifeblood of our community.

A SMALL SAMPLE OF OUR BROAD RANGE OF OVER 40 CLUBS

Professional:
- Investment Finance Association
- Anderson Real Estate Association
- Marketing Association
- High Tech Business Association
- Entertainment Management Association

Identity:
- Women’s Business Connection
- Greater China Business Association
- African American Students in Management
- Latin American Business Association

Interest:
- Soccer Club
- Anderson Public Speaking Club
- Outdoor Adventure Business Association
- Salsa Dance Club
AN ALUMNI NETWORK AS INTERNATIONAL AS IT IS SUCCESSFUL

THERE IS NO MYSTERY WHY OUR ALUMNI ARE SO ENGAGED IN THE LIVES OF UCLA ANDERSON STUDENTS. IT’S INHERENT IN THE COLLABORATIVE NATURE OF THE ENVIRONMENT. ALUMNI UNDERSTAND THE VALUE OF TEAMWORK. THEY LEARNED IT FROM THEIR PROFESSORS, THEY APPLIED IT TO THEIR GROUP PROJECTS, AND THEY THRIVE ON IT IN THEIR BUSINESSES AND DAILY LIVES. They work at the top levels of a broad array of industries, yet remain accessible and are just a phone call or a lunch meeting away. Our more than 36,000 alumni have made their mark in the Pacific Rim, Latin America, European Union, Middle East, and everywhere in between. They’re ready to inspire as mentors and to extend professional opportunities to the next generation of UCLA Anderson graduates. You’re going to love where this takes you.

QUIET A GUY // UCLA ANDERSON MBA AND APPLE FELLOW GUY KAWASAKI HAS LIVED DOZENS OF BUSINESS LIVES. MOST NOTABLY BY EVANGELIZING THE MACINTOSH COMPUTER TO SOFTWARE AND HARDWARE DEVELOPERS AGAINST THE WORLDWIDE DOMINATION OF IBM. FOUNDING A DATABASE COMPANY CALLED ACIUS, A SOFTWARE COMPANY CALLED FOG CITY SOFTWARE, AND VENTURE CAPITAL MATCHMAKING SERVICES FOR INVESTORS AND ENTREPRENEURS; TODAY HE’S MANAGING DIRECTOR OF GARAGE TECHNOLOGY VENTURES, COLUMNIST FOR ENTREPRENEUR MAGAZINE, AND AUTHOR OF NINE BOOKS, INCLUDING HIS LATEST, ‘REALITY CHECK’.
ASIDE FROM BEING A LARGE AND AMAZING GLOBAL GROUP, OUR NETWORK HAS ANOTHER EXTRAORDINARY QUALITY. IT NEVER SITS ON THE SIDE LINE. IT’S THERE TO HELP.
FROM APPLE TO YAHOO!, FROM START-UPS TO VINEYARDS, FROM THE PACIFIC RIM TO LATIN AMERICA, FROM DEUTSCHE BANK TO DISNEY TO DUBAI — YOU'LL FIND A UCLA ANDERSON MBA WRITING THE NEXT CHAPTER.

INDUSTRY DESTINATIONS OF UCLA ANDERSON CLASS OF 2010

- Financial Services: 23.2%
- Consulting Services: 15.2%
- Technology: 14.6%
- Consumer Products: 13.2%
- Media/Entertainment: 8.0%
- Healthcare Services/Products: 7.2%
- Petroleum/Energy/Utilities: 4.6%
- Real Estate: 3.3%
- Government: 2.0%
- Manufacturing: 1.4%
- Non-Profit (Other NGOs): 0.7%
- Other: 6.6%
01. Abbott Laboratories
02. Activision
03. Amgen Inc.
04. Apple, Inc.
05. Bain & Company, Inc.
06. Bank of America Corporation
07. The Boston Consulting Group
08. Brand Sense Partners
09. Chevron Corporation
10. Cisco Systems

11. Citigroup, Inc.
12. The Clorox Company
13. DaVita Corporation
14. Deloitte Consulting
15. Deutsche Bank AG
16. FOX Entertainment Group
17. Franklin Templeton Investments
18. General Mills, Inc.
20. Google, Inc.

21. Harrah’s Entertainment
22. Houlihan Lokey
23. Hewlett-Packard
24. Intel Corporation
25. Johnson & Johnson Company
26. KPMG LLC
27. LiveNation
28. Mattel, Inc.
30. Merrill Lynch & Co., Inc.

31. Microsoft Corporation
32. Morgan Stanley
33. NBC-Universal
34. Nestlé USA
35. Pacific Investment Management Co., LLC
36. PRTM
37. Roll International Corporation
38. Samsung Electronics
39. Sony Pictures Entertainment, Inc.
40. Southern California Edison

41. Symantec Corporation
42. Toyota Motor Corporation USA
43. Trust Company of the West
44. UBS Investment Bank
45. The Walt Disney Company
46. Warner Bros.
47. Wells Fargo & Co.
48. Yahoo! Inc.
49. ZS Associates
APPLICANT POOL & CLASS SIZE

Applications Received: 2462
Target Class Size: 360

AGE DISTRIBUTION
Mean Age: 28
Age Range: 22-44

ACADEMIC PROFILE
Mean GPA: 3.5
GPA Range (mid-80%): 3.2-3.8
Mean GMAT: 711
GMAT Range (mid-80%): 680-750

DIVERSITY
Minorities: 28%
Women: 32%
International: 31%
Countries Represented: 40-50
Undergraduate Institutions: 188

WORK EXPERIENCE
0 - 3 Years: 24%
4 - 7 Years: 66%
8+ Years: 10%
Mean Years of Experience: 5

UNDERGRADUATE MAJORS
Business: 31%
Engineering: 20%
Economics: 19%
Other Social Sciences: 10%
Humanities: 6%
Math/Computer Science: 5%
Physical & Biological Sciences: 3%
Other: 6%

TOP BACKGROUNDS BY INDUSTRY
Finance: 26%
High Tech: 17%
Consulting: 11%
Public and Non-Profit: 5%
Real Estate: 5%
Marketing: 4%
Health Care and Biotechnology: 4%
Entertainment & Media: 3%

As of July 2010. Final class profile available in September 2010
ADMISSIONS DECISION SCHEDULE

ROUND   APPLICATION DEADLINE   GMAT/TOEFL DEADLINE   DECISION RELEASE
01   October 20, 2010   September 30, 2010   January 12, 2011
02   January 5, 2011   December 31, 2010   March 30, 2011
03   April 13, 2011   March 31, 2010   June 1, 2011

ESTIMATED 2010-2011 TUITION & FEES

CALIFORNIA RESIDENTS   NON CALIFORNIA RESIDENTS
$40,988   $48,936

These figures are subject to change without notice. US citizens and permanent residents may apply for California residency after one year. For more details on other related costs please visit http://www.anderson.ucla.edu/x27477.xml.

FINANCIAL AID

UCLA Anderson is committed to helping our students fund their MBA education. Financing is offered in the form of merit-based fellowships, need-based grants, and loans. Approximately 77% of students receive some form of aid.

The distribution of fellowships and grants to our MBA students has increased each of the last five years, totaling nearly $6 million in the 2010-2011 academic year. All admitted students are automatically considered for fellowships based on the strength of their entire application. Need-based grants for all domestic and international students may be applied for at the time of acceptance.

In addition, about 14% of students earn extra income by serving as teaching and research assistants to professors in the second year of study.

More detailed information about financing options is provided at the time of acceptance into the program.