



MANAGEMENT DEVELOPMENT FOR ENTREPRENEURS

Surviving and Managing Growth in a Post-Pandemic Economy

Management Development for Entrepreneurs (MDE) supplements entrepreneurial vision with entrepreneurial competence. The program enables entrepreneurs to develop essential management skills and provides a road map and the tools to make the necessary pivots to survive and grow in a pandemic economy.

CURRICULUM

The MDE curriculum covers vital topics in management. The program is an intensive learning experience comprising lectures, case discussions and applied workshops. The curriculum covers 60 hours of instruction that includes organization and strategy, operations, management, marketing and finance.

FACULTY

Chosen from UCLA Anderson's award-winning faculty, MDE instructors are distinguished for their contributions to entrepreneurial education and small-business consulting. They have proven success in teaching entrepreneurs the techniques to build and manage effective and profitable organizations.

BUSINESS IMPROVEMENT PROJECT

Each participant is required, as part of the program's graduation requirements, to complete and submit a Business Improvement Project (BIP). The BIP is a strategic initiative designed to add significant value to the entrepreneur's enterprise. UCLA Anderson MBA fellows assist participants with BIP formulation and implementation during workshops.

MBA FELLOWS

Fellows are current UCLA Anderson MBA students focused on building relationships with and learning about entrepreneurial organizations. The role of each fellow is to coach, guide and assist MDE participants to formulate and implement their BIP. This guidance is given during BIP workshop sessions and the six weeks following the program. Each MBA fellow works with four or five participants, offering specialized and individual consulting.

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PROGRAM OVERVIEW

LECTURE SESSIONS

The 10-day certificate program is offered once a year over three 3-day weekends each fall. The sessions will be held on September 15-18, October 14-16 and November 4-6, 2022.

Daily Schedule

8:30 – 9:00 a.m.	Breakfast
9:00 a.m. – 12:00 p.m.	Lecture
12:00 – 1:00 p.m.	Lunch
1:00 – 4:00 p.m.	Lecture

BIP WORKSHOPS

These workshops will take place after lecture during the November 4-6 program session.

ONLINE APPLICATION

www.anderson.ucla.edu/mde

ATTENDANCE

Participants are required to attend at least eight of the 10 lecture sessions and complete the BIP in order to receive a certificate of completion.

LOCATION

Activities will take place at the UCLA Anderson School of Management in Los Angeles.

TUITION

Our corporate sponsors, including Chevron, PG&E, Sempra Energy and Union Bank, underwrite a major portion of the MDE program. The \$4,500 fee includes orientation, the opening banquet, classroom instruction, MBA consultation, leadership evaluation, books and materials, lunches, parking, guest lectures, and the graduation ceremony and banquet.

PROGRAM SPONSORS



CONTACT

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