



# MANAGEMENT DEVELOPMENT FOR ENTREPRENEURS ONLINE ACADEMY

## Surviving and Managing Growth in a Post-Pandemic Economy

*The Management Development for Entrepreneurs (MDE) Online Academy is a 30-hour virtual program with live online classroom sessions. Offered over eight sessions on Fridays and Saturdays in the fall, the program will provide business owners and executives with 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 30 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 in 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 30+ hour certificate program is offered once a year each fall. Lecture sessions will be 2-3 hours on Friday and Saturday mornings (8:00 a.m.) throughout the fall.

### 2021 PROGRAM DATES

Orientation: September 17

Session 1: September 24–25

Session 2: October 1–2

Session 3: October 8–9

Session 4: October 15–16

Session 5: October 22–23

Session 6: October 29–30

Session 7: November 5–6

Session 8: November 12–13

### BIP WORKSHOPS

These sessions will take place on Friday, November 5 and Saturday, November 6

### ONLINE APPLICATION

[www.anderson.ucla.edu/mde](http://www.anderson.ucla.edu/mde)

### ATTENDANCE

Participants are required to attend at least six of the 8 live lecture sessions and complete the BIP in order to receive a certificate of completion.

### LOCATION

Activities will take place live online via Zoom.

### TUITION

Our corporate sponsors, including PG&E, Sempra Energy and Union Bank, underwrite a major portion of the MDE program. The \$3,500 fee includes orientation, classroom instruction, MBA consultation, leadership evaluation, books and materials, guest lectures and the graduation ceremony. Tuition may be tax-deductible; please consult your tax specialist.

## PROGRAM SPONSORS



## CONTACT

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