

ENTREPRENEURSHIP @ ANDERSON

» ACADEMICS

Our **Entrepreneurship** curriculum guides students to: (1) identify and assess potential opportunities; (2) acquire key resources necessary to pursue the opportunity; (3) develop strategies to generate market interest; and (4) simultaneously manage organizational operations, transitions and growth. Pursuing the Business Creation Option of the Capstone Project is highly recommended.

Specializations: Entrepreneurship, Technology Leadership, Social Impact

SAMPLE ELECTIVES

- Entrepreneurship & Venture Initiation
- Business Plan Development
- Managing Entrepreneurial Operations
- Technology Management
- Managing Entrepreneurial Organizations
- Sales and Channel Management
- Business Economics: Doing Deals
- Financing the Emerging Enterprise
- Venture Capital & Private Equity
- Business Law
- New Product Development
- Technology Commercialization & Innovation
- Managing the Family Business Enterprise
- Corporate Entrepreneurship
- Social Entrepreneurship

» CAREER

The following are some of the companies founded by UCLA Anderson MBA students & alumni:



» CAPSTONE - SAMPLE PROJECTS

- Examined entrepreneurial opportunities for a healthcare mobile tool in Kenya by identifying potential partners, competitive landscape, and project launch costs (*Applied Management Research Project*)
- Launched an educational startup to provide real-time assessment with live data analytics on homework/classwork assignments to help students, teachers, parents and schools (*Business Creation Option*)
- Founded a company that provides individualized health information to health-conscious individuals (*Business Creation Option*)
- Launched a mobile and web solution platform that creates a community of athletes with the goal of changing the way people participate in sports (*Business Creation Option*)

» RESOURCES

- Entrepreneur Association
- Knapp Venture Competition
- Anderson Venture Accelerator
- Wolfen Entrepreneurial Spirit Award
- Price Center for Entrepreneurship & Innovation
- Women in Entrepreneurship
- Dinners for Eight (D48)

Information subject to change.

bit.ly/uclamba-entrepreneur

ENTREPRENEUR ASSOCIATION

The Entrepreneur Association (EA) fosters the entrepreneurial and venture community on campus. Working closely with the Price Center for Entrepreneurship, we support and drive educational and networking opportunities for all Anderson students interested in starting, joining, investing, or simply learning about early stage start-up businesses. Events include a Start-up Career Fair, hands-on idea development workshops, office visits to LA-based early stage companies, intimate dinners with successful entrepreneurs, a roundtable with venture capitalists, and business plan competitions.



Anh Cao – *President*

Hometown: Sunnyvale, California

Pre-MBA: Senior Solutions Consultant – ZoomInfo

Summer Internship: Digital Product Management – Nike

Post-MBA Goals: PM in Tech and then Startup Entrepreneur

Anderson Highlight: Hawaii Winter Break Trek with my Anderson classmates

Ask Me About: The Entrepreneur Leadership Development Program

Contact Me: anh.cao.2023@anderson.ucla.edu



Kevin White – *Vice President, LA Outreach and Days on the Job*

Hometown: Tuscaloosa, Alabama

Pre-MBA: Senior Financial Analyst – Salesloft

Summer Internship: Wolfen Fellow @ Anderson Venture Accelerator – CFO

Post-MBA Goals: Startup Entrepreneur

Anderson Highlight: 1st year Las Vegas Trip

Ask Me About: Entrepreneurship, Building Teams, LA startup ecosystem

Contact Me: kevin.white.2023@anderson.ucla.edu



Alexandre Caron – *Vice President of Admissions*

Hometown: Montreal, Canada

Pre-MBA: Senior Consultant – Accenture

Summer Internship: Product Manager – Intuit

Post-MBA Goals: PM in Tech and then my family business

Anderson Highlight: Spring Break trip to Morocco with my classmates

Ask Me About: Family Business, Entrepreneur Leadership Development Program

Contact Me: alexandre.caron.2023@anderson.ucla.edu