

HEALTHCARE @ ANDERSON

▶ TRANSFORMATIVE ACADEMICS

Whether students are interested in Healthcare Products (e.g. Pharmaceutical, Biotechnology, Medical Devices) and/or Services (e.g. Consulting, Provider, Payer), our **Healthcare** curriculum offerings prepare students for successful careers in health-related fields. Courses provide both general management skills, as well as industry-specific knowledge of healthcare strategic management.

Specializations: Healthcare, Social Impact, Executive Development, Technology Leadership

SAMPLE ELECTIVES

- *Business of Healthcare*
- *Healthcare Technology*
- *Business Plan Development*
- *Brand Management*
- *New Product Development*
- *Quantitative Analysis for Health Systems*
- *Sales and Channel Management*
- *Technology Management*
- *Business Forecasting*
- *Financial Reporting and Equity Valuation*

Healthcare Joint Degree Programs are available with our top-ranked UCLA graduate schools:

- David Geffen School of Medicine (MBA/MD)
- Feilding School of Public Health (MBA/MPH)

▶ ROI: CAREER BOOST

Some hiring organizations for UCLA Anderson MBA Students in Healthcare (both full-time employment and summer internships) include:



KAISER PERMANENTE

Genentech



pwc

Specific Healthcare functions UCLA Anderson MBA students enter include:

- Operations • Marketing Management • Business Development • Rotational Programs • Finance • Sales

▶ CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH PROJECTS

- Developed an employer branding strategy & implementation plan for a leading healthcare services company to attract nursing talent in the next 5-10 years
- Explored the potential for a new derivative market for a top healthcare insurance company currently exposed to risk from healthcare inflation
- Examined entrepreneurial opportunities for a healthcare mobile tool in Kenya by identifying pilot location, potential partners, the competitive landscape and program launch costs

▶ ANDERSON RESOURCES

- *Annual Healthcare Conference*
- *Healthcare Business Career Night*
- *Healthcare 101 Series*
- *Days-On-The-Job (DOJs)*
- *UCLA Healthcare Mixers*
- *Healthcare Anderson Career Teams (ACT)*



CONNECT WITH STUDENTS:

