INNOVATION and DESIGN at ANDERSON

Innovation and Design at Anderson (IDeA) is dedicated to teaching design-thinking techniques that improve professional and personal creativity and innovation. The club plans a variety of hands-on events that enable club members to bring a differentiated skill set to all industries and functions, including technology, product development and management, consulting, business strategy, entrepreneurship, social impact and marketing. Members develop tangible design and innovation skills with a focus on unlocking their creative potential and becoming agents of change as future leaders and innovators.

ANDERSON RESOURCES

- Design and innovation events, hands-on design-thinking workshops, and professional speaker events
- Networking opportunities with design and innovation firms and professionals
- Collaboration and networking events with other MBA programs and associated design and innovation clubs
- Anderson inter-club collaboration opportunities and mixers
- First-hand access to design-thinking competitions, including Anderson’s very own Final Four Case Competition
- Access to design news, design conferences, and outside events via IDeA’s newsletter
- Access to design and innovation recruiting opportunities and timelines

Instagram: @idea.ucla.anderson