

# TECHNOLOGY @ ANDERSON

## ▶ TRANSFORMATIVE ACADEMICS

Students interested in **Technology** must be able to understand innovation, finance, operations, management, and the overall industry. Students should understand how to start a venture, raise funds and lead the enterprise. By exploring verticals such as financial services, health care, education, and entertainment, students are prepared to work in any industry from startups to large global corporations.

**Specializations: Technology Leadership, Entrepreneurship**

### SAMPLE ELECTIVES

- *Technology Management*
- *New Product Development*
- *Entrepreneurship & Venture Initiation*
- *Intellectual Property*
- *Spreadsheet Modeling*
- *Negotiations Behavior*
- *Financial Reporting and Equity Valuation*
- *Managing the Global Digital Economy*
- *Market Research*
- *Business Plan Development*
- *Financing the Emerging Enterprise*
- *People in Organizations*
- *Managing Entrepreneurial Operations*
- *Managing Entrepreneurial Organizations*

## ▶ ROI: CAREER BOOST

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



Specific functions UCLA Anderson MBA students enter include:

- Product Marketing
- Product Management
- Entrepreneurship
- Business Development
- Strategic Planning
- Consulting
- Operations
- Human Capital

## ▶ CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH PROJECTS

- Investigated feasibility of a cloud solution marketed towards small-to-medium US businesses by performing competitive analyses for this cloud product
- Identified market opportunities for a new product offering in the smart home industry
- Analyzed current market for M&A activity and prepared possible scenarios on strategic moves for a company in the memory and semi-conductor technology sector
- Developed a launch strategy for a digital health platform in Thailand
- Launched a mobile and web solution platform that creates a community of athletes with the goal of changing the way people participate in sports

## ▶ ANDERSON RESOURCES

- *Easton Technology Management Center*
  - *Anderson Big Data Conference*
  - *Case Competitions*
  - *Tech Treks and Days-On-The-Job (DOJ)*
  - *Tech Anderson Career Teams (ACT)*
  - *Easton Fellowship Program*
  - *CES at Anderson*
- Instagram: @andertechba



TECHBUSINESS  
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CONNECT  
WITH  
STUDENTS:

