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

ROI: CAREER BOOST

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

- Apple
- Adobe
- Amazon
- Google
- Microsoft
- Intel

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