

TECHNOLOGY @ ANDERSON

» 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, entertainment, etc., 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
- Intellectual Property
- People in Organizations
- Negotiations Behavior
- Social Entrepreneurship
- Financial Reporting and Equity Valuation
- Financing the Emerging Enterprise
- Entrepreneurship & Venture Initiation
- Business Plan Development
- Managing Entrepreneurial Operations
- Managing Entrepreneurial Organizations
- Managing the Global Digital Economy
- Spreadsheet Modeling
- Venture Capital & Private Equity
- Market Research

» CAREER

The following are some of the hiring organizations for UCLA Anderson MBA students in Technology (both full-time employment and summer internships):



The specific functions UCLA Anderson MBA students enter include:

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

» CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) - SAMPLE 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

» RESOURCES

- Anderson Tech Business Association club
- Easton Technology Management Center
- Easton Fellowship Program
- Case Competitions
- CES® at Anderson
- Anderson Big Data Conference
- Tech Treks / Days-On-The-Job (DOJs)
- Tech ACT (Anderson Career Teams)

Information subject to change.

bit.ly/uclamba-tech

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The Anderson Technology Business Association (AnderTech) is the gateway to the tech industry for MBA students at the UCLA Anderson School of Management. AnderTech enables Anderson students to launch or advance their careers in the tech industry or in tech-related roles. The club strives to effectively leverage internal and external resources, such as the Easton Technology Management Center and alumni; provide differentiated educational and community experiences; and prepare members to be leaders in their post-MBA careers.



Shailaja Iyer – *President*

Hometown: **Westchester, NY**

Pre-MBA: **Managing Consultant, IBM**

Summer Internship: **Product Manager - VMware**

Post-MBA Goals: **Product Manager in Tech**

Anderson Highlight: **Fall trip to Santa Barbara**

Ask Me About: **My favorite tech products**

Contact Me: **shailaja.iyer.2021@anderson.ucla.edu**



Annie Lu – *Vice President of Admissions*

Hometown: **Irvine, CA**

Pre-MBA: **International Sales Manager, Total Phase**

Summer Internship: **Product Marketing Manager - Intuit**

Post-MBA Goals: **PM/PMM in Tech**

Anderson Highlight: **Section Olympics & Fall trips**

Ask Me About: **Being a Double Bruin!**

Contact Me: **annie.lu.2021@anderson.ucla.edu**



Jordan Stern – *Vice President of Easton Relations*

Hometown: **St. Louis, MO**

Pre-MBA: **Strategy and Product Consulting**

Summer Internship: **Product/Commerical Marketing - Genentech**

Post-MBA Goals: **PM/PMM in Food/Ag Tech**

Anderson Highlight: **Ski Trip**

Ask Me About: **Recruiting for "niche" industries within tech**

Contact Me: **jordan.stern.2021@anderson.ucla.edu**