

Management, Rady School of

<http://rady.ucsd.edu>

The Master of Business Administration (M.B.A.)

REQUIREMENTS FOR ADMISSION

Students interested in pursuing the M.B.A. degree program at UCSD's Rady School of Management (RSM) must have earned a B.A., or its equivalent, with training comparable to that provided by the University of California. A minimum scholastic average of 3.0 or better is required for course work completed in upper-division or prior graduate study. No specific undergraduate major or coursework is required for admission, though preparation in quantitative methods (such as calculus and statistics) is strongly encouraged. Prior business course work is not necessary. Students who do not have adequate quantitative preparation at the time of admission will need to complete preparatory course work before matriculation.

The admissions committee looks for intelligent risk takers with a demonstrated interest in technology and science and the ways they transform business and the world. The admissions committee assesses professional and organizational experience in terms of scope or level of responsibility, evidence of contribution or success, and evidence of career progression or of growth in responsibility. The Full-Time M.B.A. does not require professional work experience; however, the school believes that some prior experience in organizations and teams is critical to effective learning in the M.B.A. program. Most students in the Full-Time M.B.A. class will have some post-undergraduate professional experience. FlexMBA students are working professionals; no specific number of years of work experience is required.

Applicants must submit two letters of recommendation from individuals who can attest to their professional and leadership skills and to their potential for business leadership.

Applicants are required to submit the Graduate Management Admission Test (GMAT) scores (verbal, quantitative, and analytical writing). (Indicate code #4836.) A minimum score of

550 on the paper/pencil version and a minimum score of 213 on the computer-based version of the Test of English as a Foreign Language (TOEFL) is required of all international applicants whose native language is not English and whose undergraduate education was conducted in a language other than English. Students who score below 600 on the paper/pencil or 250 on the computer-based TOEFL examination are strongly encouraged to enroll in an English-as-a-second-language program before beginning graduate work.

Interviews are required for admission to the M.B.A. program. Interviews are by invitation after review of the completed application.

The Full-Time M.B.A. is a two-year, full-time program. The FlexMBA is a twenty-four-month program, including two summers, scheduled on alternate weekends to accommodate the needs of working professionals.

The school's M.B.A. application is available online at the school's Web site.

THE M.B.A. CURRICULUM (92 UNITS)

The M.B.A. curriculum (92 units) is made up of a set of core disciplinary and skill-oriented courses, optional tracks focused on industry sectors, unstructured electives, and the Professional Seminar. The basic curriculum is the same for the Full-Time and FlexMBA programs.

Core Curriculum

The core curriculum provides a comprehensive education in the fundamentals of business and management and lays a strong foundation for further study.

Tracks

The Rady School's M.B.A. tracks are designed to allow students to develop depth in industry sectors of particular interest. Selection of a track is not required. Currently, tracks are offered in Life/Health Sciences and in IT/Telecom. Tracks may include course modules, projects, and electives. The school anticipates adding additional tracks as the student body grows.

Electives

Students may choose from electives in the full range of business and management disciplines, including accounting, finance, management, marketing, operations and information technology, and strategy. In addition, students may, with approval, take graduate courses offered else-

where on campus. The number of elective units available to a student will vary, depending on factors such as M.B.A. track study. Prospective students are advised to consult the RSM Office of Admissions for a list of planned elective courses.

Professional Seminar

The Professional Seminar is a one-credit course offered each quarter. The seminar brings business leaders and experts to campus to speak to students and provides workshops focused on professional and leadership development and on personal and career effectiveness. The seminar may be taken multiple times for credit.

Internships

Full-Time M.B.A. students are strongly encouraged to participate in internships during the summer between the two years of the academic program. Part-time internships are also available during the academic year. Internships are coordinated through M.B.A. Career Connections, the school's career center.

Executive Mentor Program

The Rady School's Executive Mentor program matches small groups of first-year M.B.A. students with senior business executives. Mentors work directly with their groups, offering perspective, guidance, and expertise based on their deep experience in business. Mentors help guide M.B.A. students as they map out areas for personal and professional development, gain understanding of career progression and the skills and abilities required for successful leadership, and seek feedback about opportunities and areas of concern.

Career Services

M.B.A. Career Connections, the Rady School's career center, provides students with expertise, guidance, and resources to successfully manage their careers. Services and resources of M.B.A. Career Connections are available to all M.B.A. students, with some limitations for those sponsored by their employers. For full-time M.B.A. students, the center's personalized approach to career management begins before the student's first quarter and continues throughout the program. M.B.A. Career Connections actively works to identify opportunities for students and to

enable students to build strong professional networks.

Career services include career assessment, individual career coaching, career fairs, workshops, employer presentations and panels, internship and career employment listings, and on-campus interviews. Specialized M.B.A. career workshops focus on resume writing, interviewing skills (including videotaped mock interviews), effective job search strategies, and job offer evaluation and negotiation.

COURSES

For course descriptions not found in the 2006–2007 General Catalog, please contact the department for more information.

M.B.A. APPROVED COURSE LIST

MGT 201. Marketing Strategy (4)

Addresses formulation and implementation of marketing strategy, based on an integrative view of competitive brand strategy over the product life cycle. Provides a framework for developing marketing strategies yielding sustainable competitive advantage based on customer, competitor, industry, and environmental analysis. *Prerequisite: admission to degree program or consent of instructor.*

MGT 202. Research for Marketing Decisions (4)

Methods and applications of qualitative and quantitative marketing research to solve substantive marketing problems. Emphasis on integrating problem formulation, research design, questionnaire construction, and sampling to yield the most valuable information, and on the proper use of statistical methods. *Prerequisite: admission to degree program or consent of instructor.*

MGT 210. Regulation and Innovation (4)

Addresses the complex role of regulation in business innovation. Includes legal issues such as how to structure a business, whether to seek intellectual property protection, when and how to raise capital or formulate exit strategies, how to make employment decisions. *Prerequisite: core finance course or consent of instructor.*

MGT 211. CEO, the Board of Directors and Corporate Governance (4)

Provides an understanding of relationships among shareholders, managers, and boards. Focuses on the office of the chief executive officer and on the board of directors, including the roles and responsibilities of directors, and the legal, economic, managerial, and psychological issues they confront. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 220. Opportunity and Business Model Analysis (4)

Builds on core management courses and deals with identifying and assessing new technological and product opportunities. Assessment methods and frameworks will be introduced for technologies and opportunities. Various business models to profitably

address market opportunities will also be discussed. *Prerequisite: core finance course (MGT 408) or consent of instructor.*

MGT 221. Topics in Innovation (2 or 4)

Advanced topics in business innovation, delivered by lecture, case discussion, and online instruction. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 222. Creativity and Innovation (4)

Focuses on fostering and maintaining creativity in entrepreneurial ventures and, more broadly, in general management. Reading materials, cases, classroom, and home exercises will help students understand and be able to use creativity in their own working lives. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 250. Biotechnology Industry, Structure, and Strategy (4)

Provides a business overview of the life-science industry, its major market segments, financial structure, and financing strategies. Develops an understanding of major industry issues and strategies, including business development, financing, partnering and alliances, emerging trends, ethical and policy issues. *Prerequisite: completion of M.B.A. core curriculum or consent of instructor.*

MGT 260. Negotiation (4)

Examines methods of conflict resolution needed for effective management in a constantly changing business environment. Applies these tools to the broad spectrum of negotiation problems faced by the manager and professional. Includes simulations, role playing, and cases. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 270. Project Management (4)

Provides management concepts and tools to enable the more effective design, planning, and control of projects. Includes both the qualitative and quantitative aspects of project management. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 271. Technology Strategy (4)

Outlines tools for formulating and evaluating technology strategy. Includes an introduction to the economics of technical change, models of technological evolution, and models of organizational dynamics and innovation. Provides an understanding of how technology firms gain and sustain competitive advantage. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 272. New-Product Development (4)

Provides comprehensive analytical coverage of the new-product development process, focusing on the basic tools, methods, and organizational structures used in new-product development and management. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 280. New Venture Finance (4)

Focuses on the financing of new ventures and technological innovation. Includes perspectives of both the entrepreneur and the investor, investigating the venture-capital process and methods of financial valuation useful in the venture-capital industry and for other technology investments. *Prerequisite: core finance course or consent of instructor.*

MGT 281. Investments (4)

Examines financial theory and empirical evidence useful for making investment decisions. Topics include: portfolio theory, equilibrium models of security prices, the empirical behavior of security prices, market efficiency, and fixed-income markets and behavioral finance. *Prerequisite: completion of M.B.A. core curriculum or consent of instructor.*

MGT 282. Topics in Finance (2 or 4)

Advanced topics in finance. Instructional methods include face-to-face lecture and case discussion, as well as online instruction. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 299. Individual Directed Study (1-4)

Individual study or research under the direction of a selected faculty member. *Prerequisite: admission to M.B.A. program or consent of instructor.*

MGT 401. Professional Seminar (1)

The Professional Seminar presents up-to-date research, professional skills development, and experts and business leaders as speakers. Topics may vary by term. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 403. Quantitative Analysis (4)

Through lecture and online delivery, students will be introduced to key techniques for using data to make informed management decisions. Covers probability, statistics, decision analysis, and optimization techniques. Emphasizes managerial applications in such areas as operations management, marketing, and finance. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 404. Accounting (4)

Through lecture and online delivery, students will be introduced to the basic concepts and methods used in financial statements. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 405. Managerial Economics (4)

Through lecture and online delivery, this course will introduce students to the tools and concepts of microeconomics to analyze decision problems within technology driven firms through the coverage of microeconomic concepts relevant to managerial decision-making. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 406. Leadership Skills, Values, and Teamwork in Technology Firms (4)

Through lecture and online delivery, introduces principles of effective teamwork and leadership and of strategic managerial communication. Provides an introduction to case study and to ethical issues confronting managers in technology or science-driven firms. Develops managerial communication skills. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 407. Marketing (4)

By taking an analytical approach to the study of marketing problems, this course provides an understanding of customers and competitors as a basis for developing, pricing, promoting, and distributing goods and services that satisfy customer and organizational objectives. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 408. Finance (4)

Through lecture and online delivery, this course will focus on basic business financial concepts with par-

ticular attention to challenges of finance in start-up and small- and medium-sized enterprises. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 409. Organizational Strategy and Human Resource Management (4)

After identifying characteristics common to technology driven firms, the implications of living in, managing, and leading such an organization are explored. Covers skills such as leadership of project teams and negotiations. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 410. Strategy (4)

Through lecture and online delivery, this course explores the strategic management of technology-driven firms focusing on the analytical tools and techniques that support strategy formulation and the related managerial skills and decision processes that foster strategy implementation. *Prerequisite: M.B.A. "stamp" or departmental stamp.*

MGT 412. From the Lab to the Market: Strategy, Finance, Marketing, Accounting, and Organization for Technology Firms (4)

Through lecture and online delivery, this course is designed to provide an integrated experience for students in regard to all facets of innovation, production, marketing, and competition in a technology firm. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 413. Operations, Information Systems, and Data Analysis (4)

Through lecture and online delivery, students will be familiarized with the problems and issues confronting operations managers, and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 414A. Technology Workshop I (4)

Through lecture and online delivery, provides broad coverage of leading edge developments in technical and scientific research, with an eye to their potential applicability and value in business. Provides basis for project-based Technology Workshop II. An IP grade will be awarded at the end of the quarter. Final grade will not be given until the completion of MGT 414B. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 414B. Technology Workshop II (4)

Project-based course, requiring identification and completion of major project assessing potential business value of emerging or potential technology or science. Students work individually or in teams. Periodic class meetings include presentation of interim and final reports. *Prerequisite: M.B.A. "stamp" or departmental stamp.*

MGT 490A. Special Topics in Marketing (4)

Through lecture and online delivery, a course at an advanced level on marketing topics. Will fulfill the required elective for students in Communication and Information Technology Services (CITS) Management track. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 490B. Special Topics in Marketing (4)

Through lecture and online delivery, a course at an advanced level on marketing topics. Will fulfill the required elective for students in Management and the Life Sciences and Health Industries track. *Prerequisite: M.B.A. student or departmental stamp.*

MGT 490C. Special Topics in Marketing (4)

Through lecture and online delivery, a course at an advanced level on marketing topics. Will fulfill the required elective for students in Global Management and Policy track. *Prerequisite: M.B.A. student or departmental stamp.*