MBA PROGRAMS

Full-Time MBA
FlexMBA
Founded in 2003, the Rady School of Management has pioneered a new model for business education shaped by the needs of the innovation-driven industry sectors that are driving economic growth and social value in San Diego and beyond. Focused on developing entrepreneurially-minded leaders able to turn innovative ideas into sustainable realities, the Rady School has gathered some of the finest faculty in the world and fosters a tight network of students, faculty, alumni, and business community advisors and supporters.

The Rady School’s focus on innovation and impact is apparent throughout the school. Our curriculum, including the Lab to Market capstone sequence and a wide range of electives like the Rady Venture Fund, Technology Commercialization and Analytics in the Wild, emphasizes action learning and fosters a holistic approach to business opportunities and challenges. Outside the classroom, programs such as the StartR Accelerator, Rady Innovation Fellows and the student-run UC San Diego Entrepreneur Challenge expand opportunities for entrepreneurial and experiential learning.

The impact is clear: in 10 short years, Rady School students and alumni have launched over 70 companies and introduced well over 100 new products and services within existing companies.

The Rady School has extraordinary faculty, a curriculum driven by the needs of the innovation-focused economy and extensive connections in a city known for its entrepreneurially-minded business community. If you aim to make an impact in business and the world, you will find the Rady School offers an exceptional education and a platform on which you can build your success.

Robert S. Sullivan
Dean, Rady School of Management
Stanley and Pauline Foster Endowed Chair
ARE YOU READY TO?

LAUNCH the startup company that you’ve always envisioned?

Take your career to the NEXT LEVEL?

CHANGE careers or industries?

Then you are ready for Rady!
WHY A RADY MBA?

It starts with you. Your aspirations. Your career. Your future. At the Rady School, we help you develop the knowledge, hands-on experience and network to find your own path and shape your future. A Rady MBA provides a strong foundation in business principles and the inspiration and encouragement you need to launch your own business or innovate within an established company.

An MBA for Entrepreneurs and Intrapreneurs

The Rady School’s MBA curriculum is unique and collaborative. Our capstone Lab to Market course sequence allows students to explore an idea and determine if it has value in the marketplace. Whether that idea seeds an entrepreneurial venture or revolutionizes an existing industry is decided by your career aspirations.

Individual Attention

The Rady MBA program is distinguished by the attention and support you receive from faculty and staff who are invested in your success. As a Rady MBA student, you will develop lasting connections with classmates and faculty due to small class sizes and interactive learning.

Learn…Act…Learn More

Rady MBA students engage directly with real business opportunities and challenges. In the Lab to Market capstone and in a range of electives, students put theoretical and analytical knowledge gained in the classroom into practice, solidifying their understanding and ensuring their ability to contribute immediately in their current workplaces or their next jobs. In class and out, Rady MBA students learn by doing and work with business leaders from a wide variety of industries.

Having been to med school and even the undergrad premed environment was always a very competitive environment. Coming to Rady, it was such a collaborative atmosphere. It was very refreshing and heartening to be around a group of people who were truly interested in each other’s success.

Royan Kamyar, M.D., Full-Time MBA ’10
Founder and CEO, Owaves
An Emphasis on Science and Technology

Innovations in science and technology are driving dramatic change in business and in the world. The Rady MBA program enables students to face the complex challenges and take advantage of the multitude of opportunities presented by science- and technology-driven industries. Rady MBA students come from a variety of career backgrounds and industries, but it’s no coincidence that over half of Rady students have career experience in science or technology fields.

Professional Connections

San Diego is a nexus of innovation, known for its many biotech, technology and pharmaceutical companies. In addition to valuable connections made within the Rady School, MBA students have the opportunity to work alongside industry leaders, establishing valuable connections in San Diego and beyond.

World Class University

The Rady School is part of UC San Diego, world-renowned for research and discovery. Rady School students have access to the rich resources offered at UC San Diego, including collaborations with students at other schools across the campus.

For anyone looking to switch from a research focus to a business focus, or for managers who wish to accelerate their careers in either biotechnology, clean technology or high technology in general, Rady offers a unique opportunity to get a top-tier business degree. Being able to learn how to be a better manager or how to start up a company in a high-tech environment — from both an academic and entrepreneurial standpoint — is quite valuable.

Martin Sabarsky, FlexWeekend MBA ’06
President and CEO, Cellana Inc.
LAB TO MARKET
An Experience Unlike Other Business Schools

Whether you want to launch a startup or advance in an established company, the Rady School’s signature capstone course sequence, Lab to Market, provides the skills you need to excel. Students learn how to source and evaluate marketable ideas, transform ideas into scalable products and services and develop and evaluate business models.

Lab to Market starts in the classroom and moves to a project-based setting. Guided by a faculty team and supported by a group of advisors and mentors from the business community, MBA students collaborate and utilize all the knowledge they have gained, developing a business case, a go-to-market strategy and ultimately a business plan.

“The Lab to Market course sequence is a fantastic opportunity for students looking to bring their ideas to reality as well as for students who are looking to advance in their existing company. The skills gained will help you attract investors in your idea or gain confidence from the board of directors.”

Brian Carter, FlexWeekend MBA ’07
President, Seaspan Shipyards

In 10 short years, Rady students and alumni have started over 70 companies that are currently operational and have launched over 100 products or services within organizations throughout the world.

“I started my MBA program specifically to take Lab Fellows from just an idea to something that is living and breathing in the marketplace.”

Julio de Unamuno
FlexWeekend MBA ’14
Co-Founder, Lab Fellows
Lab to Market, StartR and Beyond

Using the Rady School’s Lab to Market program and StartR Accelerator as a springboard, current Rady School student Anil Sadarangani (FlexEvening MBA ‘15) and alumnus Andres Volker (FlexEvening MBA ‘13) are becoming emerging leaders in the wound care management market. Their company, SymbiO2, is Anil’s Lab to Market project. After shaping the business plan in Lab to Market, the duo was accepted into the StartR Accelerator, a six month-long program for Rady students and alumni that is focused on early stage company development.

“StartR has been a great experience for us, especially with all of the mentoring we’ve received,” Sadarangani said. “We are both trying to set up our own company for the first time, so the guidance provided by mentors in terms of where to focus and how to develop was extremely useful.”

The ability to network is vital to growing a business, and Rady helped both Sadarangani and Volker expand their networks. Said Volker, “Because of the Rady MBA and StartR program, we now have contact with experts in the wound healing industry. That has been very helpful for our company.”

SymbiO2 won the grand prize at the Triton Innovation Network (TriNet) Challenge, a competition that spotlights commercially promising, environmentally focused technologies, and placed first in the UC San Diego Entrepreneur Challenge.

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The Lab to Market program provided us the manual for conceptualizing an idea and transforming it into a business; but that is only part of it. Building lasting relationships, dealing with the gamut of conflicts that arise, and safely allowing us to fail often and learn from it, are what added value to our careers. The program sheds light on what it truly means to run a business from the ground up and sets expectations for what you’ll encounter with your team, customers and products in a real world application.

Andrew Chappell, Full-Time MBA ’12
Program Manager, Cisco Systems

Increasingly the marketplace is looking for MBAs that are not only analytical, but can also spot opportunities and know how to respond. Lab to Market brings the intuitive and analytical sides of a person together – allowing our students to come up with new offerings that fulfill a market need and create value.

Vish Krishnan
Professor of Innovation, Technology & Operations
Sheryl and Harvey White Endowed Chair
Rady School faculty are renowned scholars and extraordinary teachers. Ranked 17th in faculty research by the Financial Times Global MBA Rankings, Rady faculty stand at the forefront of research and innovation in their academic fields. Rady faculty bring that innovative research to their teaching, ensuring that Rady students are aware of cutting edge business thinking. Dedicated to building the next generation of leaders for the dynamic challenges of business, they foster a learning environment that is collaborative and rigorous, supportive and intellectually challenging.

**World Class Faculty**

Combining insights from sophisticated lab or statistical analysis with projects that address practical business problems is an advantage of the Rady hands-on learning experience.

**On Amir**  
Associate Professor of Marketing  
Massachusetts Institute of Technology  
Sloan School of Management, Ph.D.

**Wendy Liu**  
Associate Professor of Marketing  
Stanford University, Ph.D.

**Terrence W. August**  
Assistant Professor of Innovation, Technology and Operations  
Stanford University Graduate School of Business, Ph.D.

**Harry Markowitz**  
Nobel Prize in Economics  
Adjunct Professor of Finance  
University of Chicago, Ph.D.

**Ayelet Gneezy**  
Associate Professor of Behavioral Sciences and Marketing  
Faculty Chair, U.S. – Israel Center on Innovation & Economic Sustainability  
University of Chicago, Booth School of Business, Ph.D.

**David Schkade**  
Jerome Katzin Endowed Chair  
Professor of Management and Strategy  
Carnegie Mellon University, Ph.D.

**Uri Gneezy**  
Epstein/Atkinson Endowed Chair in Behavioral Economics  
Professor of Economics & Strategy  
Academic Director, U.S. – Israel Center on Innovation & Economic Sustainability  
Tilburg University, Center for Economic Research, Ph.D.

**Allan Timmermann**  
Atkinson/Epstein Endowed Chair  
Professor of Finance  
University of Cambridge, Ph.D.

**Vish Krishnan**  
Sheryl and Harvey White Endowed Chair  
Professor of Innovation, Technology & Operations  
Massachusetts Institute of Technology, Sc.D.

**Jun Liu**  
Associate Professor of Finance  
Stanford University, Ph.D.

**Rossen Valkanov**  
Professor of Finance  
Princeton University, Ph.D.
The Rady School faculty has been world class in both the quality of the coursework and the level of support for the students. They are always eager to help students while keeping their classes interesting and challenging.

Andrew Estrada, FlexWeekend MBA ‘14
Senior Manager, Systems Engineering
Sony Electronics

I was on the UC San Diego faculty for 30 years, have sat on tenure review boards, and consider myself a good judge of teaching quality. Plus, I have spent a lot of time in school myself!! I have to say in all honesty that the Rady School Professors are the best instructors I have ever had in my life.

Richard Lieber, FlexWeekend MBA ‘13
Chief Scientific Officer and Senior Vice President
Rehabilitation Institute of Chicago

UC SAN DIEGO AT A GLANCE
› 16 Nobel Laureates
› 1st for Positive Impact in U.S.
› 5th for Research Funding in U.S.
› 9th Best Public University in U.S.
› 15th for Scientific Impact in the world
Electives

Our elective courses enable you to tailor your Rady School MBA to your own interests and career goals. More than half of the Rady School curriculum is elective: whether you want to develop depth in a specific functional area, build a broad general management portfolio, or focus in a specific industry sector, the range of courses provides the intellectual know-how and business acumen to succeed. Electives also highlight the Rady School’s focus on action learning: from Venture Capital Management to Technology Commercialization to Business Consulting Projects electives and Independent Study, you can collaborate with peers on projects of real importance to the sponsoring companies. Students may also choose electives from other top-ranked graduate programs at UC San Diego. The direction of your MBA is up to you.

When I came to Rady, I wanted to make a career transition into a marketing role in the technology industry. Through classes, mentoring and career development, I was able to make a seamless transition into a career that I love and excites me every day. All the skills that I developed at Rady are constantly being applied at my job.

Frank Wang, Full-Time MBA ’13
Strategy Project Manager, Sony Electronics
Independent Study

Independent Study at the Rady School is the direct result of our reputation and relationships in our business community. As a Rady MBA student, you have access to a wide range of projects, working directly with companies under the guidance of a faculty member. Independent study projects span industries and project types, allowing students to demonstrate, hands on, their understanding of business principles relevant to their career goals. Recent projects have included marketing planning, business model development, operational and financial feasibility studies, market research and analytics, collaborating with company partners in healthcare, technology, biopharmaceutical, wireless healthcare, consumer products and software.

The world is rapidly moving to one where companies collect, analyze and respond to data. Managers need to be able to effectively use this data to make better decisions. We believe in learning by doing - and graduate students who are less ‘green’ are more employable and are sought after in the market. Students taking our Analytics in the Wild sequence get to work with companies on the data they have, and in doing so, help the company solve relevant actual problems. Companies partnering with us not only get free cutting edge consulting, but also firsthand access to those students who perform and impress them. It is a win-win.

On Amir
Associate Professor of Marketing

SAMPLE ELECTIVE COURSES

- Consumer Behavior
- Biotechnology Industry, Structure, and Strategy
- Creativity and Innovation
- Global Business Intensive
- Investments
- Venture Capital Management
- Research for Marketing Decisions
- Negotiation
- Supply Chain Management
- Technology and Innovation Strategy

A comprehensive list of the Rady School’s elective courses can be found at: rady.ucsd.edu/mba/curriculum/electives

Analytics in the Wild: Projects in Data Driven Management

In “Analytics in the Wild”, MBA students solve real problems. Student teams are external consultants on projects focused on using the analysis of data to create value for the sponsoring companies. Projects may include strategic analyses, data analytics, market research or customer analyses. The class culminates with teams presenting their recommendations to the class and then to the companies. Companies who have been part of this new course include: HP, Sony Playstation, Kaiser Permanente, EA and several startups.
Rady Graduate Career Connections
The Rady Graduate Career Connections team partners with you as you evaluate your skills and aspirations and make strategic career decisions. Career coaching support prepares you for your next move by critiquing your resume, holding mock interviews and providing career counseling. And Rady Graduate Career Connections establishes long-term relationships with corporate partners, fostering access and opportunity for Rady MBA students. Whether you are seeking an internship or post-MBA job, Career Connections supports you in fulfilling your career aspirations.

“Over the past two years, Rady Graduate Career Connections has provided different ways of approaching internship or job opportunities. Every individual in the MBA program is different... I appreciated that they didn’t treat me like one of many MBA students; instead they respected my individual circumstances and fully supported my job search.”

Christine Park, Full-Time MBA ‘14

“I enrolled in Rady to gain the skills and network to transition from an individual contributor to managing people, projects and products. The faculty was knowledgeable and invested in our learning, and fostered a culture of cooperation and camaraderie that led to relationships I’ll always cherish. Also, in part because of my experience and relationships at Rady, I was able to get a great job at a great company.”

Guy Fischman, FlexWeekend MBA ‘12
Operations Manager Asia/Pacific, Google

“The Rady Graduate Career Connections team is dedicated to meeting students where they are in the process of career advancement. This can include helping to define interests and cultural fit, supporting entrepreneurial ideas, initiating networking with corporate leaders and preparing Rady MBAs for all parts of the job search process, from resumes to negotiating the best use of their newly earned MBA. We pride ourselves on our relationships – helping each student to have a unique and successful experience at Rady and to launch the next stage of his or her career.”

Terra Saltzman-Baker, Director, Rady Career Connections
Rady Alumni Network

Rady School alumni have become industry leaders and founders of successful startups. Across industries and functional roles, Rady School alumni share a common trait: they are engaged with and accessible to Rady MBA students. As a Rady MBA student, you will meet and interact with Rady alumni who are currently working in fields that interest you. Rady alumni participate in mock interviews and presentations, represent their organizations on career panels and at recruiting events, and serve as mentors and advisors on projects.

In addition, as a Rady School student you have access to the UC San Diego Alumni Advisor Network, which matches students with alumni mentors from disciplines across the campus who are willing to give career guidance and advice.

“The Rady School enables its students to find more than a network; students are offered entry to a close business community of professionals in the high-tech and life sciences industries. This community is great for developing new ideas and entrepreneurial ventures. Without the Rady community I would not have been able to explore technology in the neonatal medical device field or analyze subscriber business models for Sony in the online gaming world.”

Jarrod Hammes, Full-Time MBA ’08
Senior Product Manager, ecoATM
Rady Innovation Fellows
Rady Innovation Fellows provide business assistance to entities interested in commercializing breakthrough research, technologies, products and new business models. Rady Innovation Fellows work under the direction of experienced business advisors and mentors, gaining hands-on experience and making valuable industry connections.

Rady School MBA student Prithwish Pal used business to help fight cancer at the molecular level. Through the Rady Innovation Fellows program, Pal utilized knowledge he gained at Rady to develop a business plan that will help the Center for Personalized Cancer Therapy at the UC San Diego Moores Cancer Center become a world-class institute for personalized cancer therapy.

“It was an honor to be chosen as a Rady Innovation Fellow. This was an excellent opportunity for me to both apply and consolidate the business skills I learned at Rady. I feel especially privileged to be part of a project that could have a significant impact on the local community and healthcare in general.”

Prithwish Pal, FlexWeekend MBA ’14
Technical Marketing Manager,
InvivoScribe, Inc.

StartR Accelerator
StartR is designed to propel the success of companies founded by Rady School students and alumni. StartR provides startup teams with mentoring, workshops, work space, consultation with Rady School faculty and industry experts, connections to funding sources and a conduit to the larger San Diego business community. StartR Accelerator teams have the opportunity to pitch to investors and industry experts.

“StartR helped by giving us a lot of really practical information that’s not out there on the internet, in books or any place else. It just takes people talking to you who have been there and can share information that you can use to actually make your dreams become a reality.”

Martyn Gross, FlexEvening MBA ’15
CEO, Skylit
Mentor Program
The Executive Mentor program at the Rady School partners successful business leaders with MBA students to offer coaching and advice. Mentors work with small groups of students and assist them in developing the skills required for successful leadership.

Having had a mentor of his caliber — a business leader who has been associated with so many ventures and who has brought companies from incubation to IPO — has been invaluable. Getting to talk with him about what an IPO looks like and learning the rough calculations about how it would be executed has been very beneficial. I just can't say enough about the experience. I've learned so much from every angle, every facet. 

Cristina Aldrete, Full-Time MBA '12
Marketing Manager, AudaExplore

Professional Seminars
Professional Seminars enable MBA students to gain valuable insights from business leaders. Professional Seminar speakers have included, Dr. Irwin Jacobs, Founder, Chairman and CEO Emeritus of Qualcomm, Ernest Rady, Executive Chairman of the Board for American Assets Trust and Rady School naming donor, as well as executives from companies like Accelrys, Oracle, SAIC, Wells Fargo Bank, SPAWAR, venture capital groups and startups.

Rady Venture Fund
The Rady Venture Fund is a student-assisted venture capital fund founded to support the Rady School’s educational objectives in the areas of entrepreneurship, innovation and the translation of discoveries into the marketplace. Through a series of courses, Rady MBA students gain hands-on experience in conducting due diligence and making investment decisions, working closely with experienced venture capitalists to vet the fund’s investments.

As a Ph.D. scientist who has been in drug discovery for a while, I wanted to expand my business skills and potentially start a company of my own. With the Rady Venture Fund experience I have a much better grasp of how to seek initial startup funding and later, how to secure venture capital funding. 

George Smith, FlexEvening MBA '13
Senior Principle Scientist, Pfizer

Business Competitions
The student-run UC San Diego Entrepreneur Challenge and the TriNet Challenge offer Rady School students the opportunity to collaborate with talented engineers, scientists and researchers at UC San Diego. Outside of the UC San Diego campus, Rady MBA students compete nationwide in a variety of business competitions.
A WORLD CLASS EXPERIENCE

UC San Diego is an academic powerhouse and economic engine, ranked as one of the top 10 U.S. public universities by U.S. News & World Report. UC San Diego’s schools and institutions such as the Scripps Institution of Oceanography, Jacobs School of Engineering and Biological Sciences are consistently recognized for their research and discoveries. The seaside bluffs of La Jolla, where UC San Diego is located, are also home to premier research institutes like the Sanford-Burnham Medical Research Institute, Salk Institute for Biological Studies and The Scripps Research Institute, which present unique collaborative opportunities for UC San Diego students. The greater San Diego area is known as an innovation hot-bed: from which extraordinary research and development have become the rapidly-growing bio-pharmaceutical, clean tech, mobile healthcare, alternative energy and wireless and technology industries. San Diego has a vibrant startup community and local trade associations such as CONNECT, BIOCOM and San Diego Venture Group directly supporting the region’s economic development.

With sweeping views of the Pacific Ocean, the Rady School of Management is located in La Jolla, California on the UC San Diego campus, situated on 1,200 acres of coastal woodland. Rady MBA students have access to a plethora of cultural, social and outdoor activities on campus and throughout the greater San Diego community.

“Coming to Rady, I thought I would gain knowledge about the business world so that I am better prepared for various managerial roles within a corporation. Innovation was an idea I admired, not something I believed I was capable of personally. The combination of the Lab to Market course and a trip to Israel through The U.S. - Israel Center on Innovation and Economic Sustainability created a change in my perspective. Although I am still not sure where my career will lead me, entrepreneurship is now an added possibility.”

Maria Babizki, FlexEvening MBA ’15
Research Associate II, Hologic
Global Immersion
Global immersion study tours provide new perspectives and new opportunities. Rady’s U.S. – Israel Center on Innovation and Economic Sustainability organizes an annual trip to Israel for MBA students and alumni to meet with Israeli companies and startups. Rady School MBA students also have traveled to countries with emerging economies like China, Mexico and Costa Rica. Led by Rady School faculty, these trips provide the opportunity for students to meet with business leaders and gain first-hand global business experience.

Student Experience
MBA students at the Rady School gain more than an extraordinary business education, they gain lifelong connections with their fellow students, faculty and alumni. The Rady School’s small class size and focus on collaboration encourages a close-knit community where students can push their boundaries within a supportive environment.

Rady students have lived and worked around the world and represent industries and companies that are vital to global economic success. The diverse experience of Rady School students creates an expansive, intersecting network of connections and possibilities across the entire Rady community, in San Diego and around the world.

Outside the classroom, students make connections and gain leadership experience in a variety of student clubs. Student clubs organize events, host speakers and explore career opportunities.

"The Rady School possesses a strong culture of collaboration and an uncanny collection of talent with an invigorating can-do atmosphere that serves as the perfect backdrop for sparking the entrepreneurial spirit. My cohort runs the gamut — from fighter jet pilots to cancer researchers and several of us have successfully obtained funding and launched startups. Additionally, the faculty is equally dedicated and graciously offered hours outside of class to help me succeed in my own ventures."

Howard Yang, FlexEvening MBA ’13
Business Development and Strategy, Vangard Global Training
**WHICH RADIY MBA IS RIGHT FOR YOU?**

**Rady MBA Program Comparison**

<table>
<thead>
<tr>
<th>Description</th>
<th>Full-Time MBA</th>
<th>FlexEvening MBA</th>
<th>FlexWeekend MBA</th>
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</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>An immersion program designed to help students develop fundamental business skills necessary for success.</td>
<td>Schedule allows working professionals access to a full MBA curriculum while working full time.</td>
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</tr>
<tr>
<td><strong>Work Experience</strong></td>
<td>Average 5 years (range 0-15)</td>
<td>Average 6 years (range 2-16)</td>
<td>Average 10 years (range 5-30)</td>
</tr>
<tr>
<td><strong>Average Age</strong></td>
<td>27</td>
<td>31</td>
<td>34</td>
</tr>
</tbody>
</table>
| **Length of Program** | 21 months / 6 quarters  
Internship typically completed during the summer between first and second year | 30 consecutive months/10 quarters                                            | 24 consecutive months/8 quarters                                               |
| **Format Schedule** | Core classes on weekdays                                                      | Core classes on Tuesday and Thursday evenings                                | Classes every other weekend on Friday and Saturday                              |
| **Course Times**   | Varies each quarter.  
Most core courses held between 8:00 a.m. – 4:30 p.m.                           | Core courses are Tuesdays and Thursdays  
6:30 p.m. – 9:30 p.m.  
Elective times vary.                                              | Fridays 8:00 a.m. – 5:30 p.m., dinner and speaker following class. Saturdays 8:00 a.m. – 5:00 p.m. |
| **Typical Number of Classes per Quarter** | Four                                                                      | Two                                                                          | Three                                                                         |
| **Class Size**     | Approximately 60-70                                                           | Approximately 40-45                                                           | Approximately 25-30                                                             |
| **Degree**         | 92 units leading to a Rady MBA degree                                          | 92 units leading to a Rady MBA degree                                         | 92 units leading to a Rady MBA degree                                          |