Full-Time MBA
WHY UC SAN DIEGO RADY?

Forward thinking and the future.
Welcome to a whole new breed of business school... where a transformative UC San Diego education lays the foundation for its students to pursue any career direction successfully.

Where innovation trumps traditional ways of doing and thinking. At Rady, students focus on their futures from day one by working closely with Rady Graduate Careers Connections. Students are empowered to achieve the extraordinary and to help transform the future—in San Diego, and beyond!

SAN DIEGO HOTBED OF INNOVATION

Come to Southern California’s innovation hub.
To say San Diego is an ideal setting for the Rady School of Management is an understatement. Home to one of the most exciting innovation ecosystems in the nation, San Diego offers opportunities that simply cannot be found anywhere else. Through internships, work and other hands-on experience, students learn business fundamentals and apply them in real-world situations. Rady fosters access to professional networks as part of an educational journey that promises to launch the next generation of business leaders. Did we mention the beautiful beaches and weather?

STUDENT LIFE ON CAMPUS AND BEYOND

There is no better place to create lasting networks and relationships than at the Rady School of Management. Between active alumni, world class faculty, an engaged mentorship community, special events, and a wide variety of student organizations and activities, there are countless ways to enhance, supplement and take advantage of your education and to develop skills in your field of interest. Student favorites include the Bay-Area Trek and the U.S.-Israel Immersion program, which brings students from both countries together to learn about the global economy from multiple perspectives. Students can also participate in specialized programs at the Rady Centers for Excellence, such as the California Institute for Innovation and Development and the Center for Social Innovation and Impact.
How do you determine if a business idea is viable? Which products are worth taking to market? Is this idea big enough to drive a company? Questions like these—and many more—are brought to life with real-world applications in Lab to Market, the signature course series of the Rady MBA program. Through market research, validation, feasibility and business case studies, students are empowered to create their own plan of action and go-to-market strategy.
WORLD CLASS FACULTY

Experts in innovation and student success.

Among the top scholars worldwide in their respective fields, yet readily accessible, Rady faculty prioritize student success through educational and career guidance to help students transcend barriers otherwise thought insurmountable.

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“The Lab to Market experience is transformative in providing students the tools to discover unmet needs, craft a customer experience people will love, and move forward to launch. These are skills students will use for the entirety of their careers.”

— Michael Meyer
Assistant Teaching Professor of Design

“Customer decision making mechanisms, influences and preferences play a pivotal role in company success, whether a start-up or Fortune 500. The Rady School faculty are helping to shape the future of marketing principles through research.”

— On Amir
Associate Dean of Student Experience, Professor of Marketing

“Innovation is the center of focus at the Rady School. Curriculum, programs, competitions and student organizations are centered on empowering Rady students and graduates to succeed in the innovation economy.”

— Vish Krishnan
Jacobs Family Chair in Management and Engineering Leadership, Professor of Innovation, Technology and Operations

16th RANKED IN ENTREPRENEURSHIP
PRINCETON REVIEW, 2019

24th RANKED IN ENTREPRENEURSHIP
BLOOMBERG BUSINESSWEEK, 2018
OPPORTUNITIES ABOUND AT UC SAN DIEGO

*Future employers take note!*

UC San Diego is proud to be an institution that is as highly ranked as it is highly regarded in the world. Here, small class sizes help students grow and thrive through a masterfully designed curriculum featuring hands-on experience, soft skill development and a focus on entrepreneurship and innovation. Your university journey is shaped by exceptional resources, personal attention and a highly collaborative and fast-paced environment. At Rady, students are given the opportunity for cross-campus collaboration with top experts in every field of research, exhilarating student competitions, and startup programs that provide mentorship, workshops, and assistance with funding.

CAREER ROADMAP

Rady Career Graduate Connections implements a structured, systematic program that begins on Day One to ensure students are in the best position possible to achieve their career goals. You will be guided through an interactive experience including one-on-one coaching, networking opportunities and professional seminars.

- **ALIGN & EXECUTE YOUR PLAN**
- **REFINE & MARKET YOUR BRAND**
- **DEFINE YOUR FIT**
- **LAUNCH YOUR CAREER**

**OPERATIONAL STARTUP COMPANIES**

150+

15% OF ALL RADY GRADS ARE OPERATING A SUCCESSFUL STARTUP COMPANY.

44%

OF 2018 GRADS ARE EMPLOYED IN TECHNOLOGY OR HEALTHCARE/PHARMA.
Once a Rady graduate, always a Rady graduate.

The Rady School of Management offers a unique and desirable culture shaped by its tight-knit and active alumni community. San Diego is a coveted location and a life sciences and technology hotbed; our many alumni who live and work in the area enjoy excellent opportunities to stay connected to the school and to share their industry experience with our students. The Rady School offers numerous favorable resources to alumni in turn, including career services, networking and connections, and ongoing educational opportunities. Whether you are in India, San Diego or somewhere in between, you remain a connected and valued member of the Rady School and UC San Diego.

“Rady was the best thing to happen to me. I came to the School with an idea, leveraged the resources and support, and was able to graduate with a business.”

— Sher Butt (MBA ’16)
Co-founder & CEO, CB Therapeutics

ARE YOU RADY?

▶ See our website for complete information on our programs.
  rady.ucsd.edu/programs
▶ Attend an admissions event around the country.
  rady.ucsd.edu/events
▶ Visit a class at our campus.
  rady.ucsd.edu/visit
▶ Schedule your personal admissions consultation.
▶ Start your online application.
Deadlines: Nov 1 (Early decision), Dec 1, Feb 1, Apr 1 (International deadline), June 1