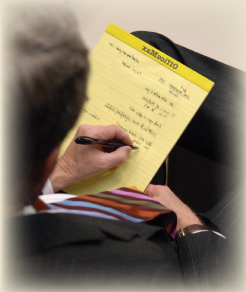


Strategic Management Research (SMR) Program

Mission

The Strategic Management Research (SMR) Program of the UCLA Anderson Executive MBA (EMBA) Program involves parallel strategic objectives, one for the participating companies and the other for the individual EMBA students.



For companies, the SMR Program is an opportunity to envision the next-stage of strategic direction mapped by a group of professionals as a requirement for their MBA degree and presented in both a

strategic presentation and written report. For the students, the SMR program is an opportunity to continue to make strategic choices about their own professional development.

Program Overview

The UCLA Anderson EMBA Strategic Management Research (SMR) Program provides organizations around the world an opportunity to engage a team of experienced professionals who are students in the UCLA Anderson EMBA program. The EMBA team will address the organization's key strategic business issues and develop a comprehensive, independent business plan.

The Strategic Management Research (SMR) Program matches companies and organizations in the United States and around the world with five to six UCLA Anderson Executive MBA students in their final year of study. The EMBA teams represent a cross-section of business functions and specialties, such as marketing, finance, technology and operations. Enrolled in UCLA Anderson's Executive MBA program, the students, who each have an average of 13 years professional experience, collectively contribute an estimated 2,000 hours to the strategic plan for each company.

The EMBA students and company representatives agree on a scope of work that will result in a complete and in-depth strategic business plan at the behest of an organization's management.

The plan may typically involve:

- Launching a new product or service into an existing market
- Launching an existing product or service into a new geographical market
- Offering an existing product or service into a new market segment
- Developing a new product or service for a specific market segment
- Leveraging existing intellectual property into new products/services and new markets
- Providing an in-depth analysis of an organization's restructuring, reorganization or acquisition plans

The business plans generally incorporate



financial, marketing, operational and strategic recommendations based on extensive primary and secondary research that the team conducts. The plans can include an analysis of the organization's value proposition in relation to the competitive environment.

**EXECUTIVE
MBA PROGRAM**

UCLAAnderson
School of Management

Benefits for Companies

- A comprehensive, independent assessment and evaluation of their current business plans, corporate growth strategies and market opportunities
- Extensive primary and secondary market research and analysis
- An investment-quality, written



- business plan with full financial projections.
- Application of state-of-the-art management frameworks and analysis techniques
- Access to UCLA Anderson's extensive resources, including its network of professionals and academicians, and its comprehensive business and industry database resources
- Specific recommendations to accelerate the company's growth to the next stage of their corporate development
- A video of the final presentation as presented to a review panel of industry and financial experts or Sr. Managers of your company

Recent Participants

Advanced Bionics
Coca-Cola
Eastman Kodak
Fiji Water/ Roll International
Genentech
Guitar Center
Humana
International Aid
JAMS (Judicial and Mediation Services)
The Jackson Laboratory
Johnson & Johnson
Mattioli
Northrup Grumman
Oracle
Pianeta
Qualcomm
Ros Roca
Yahoo!
Zeacom



Company Selection Criteria and Investment Requirements

- An identified need by the company or a division of the company
- Participation by senior company executives with extensive business experience
- Management commitment of personal time to enable successful program
- Product/service currently generating revenue
- Customer validation of products or services
- Full access to strategic and financial data
- Significant positive cash flow to enable continuing operations for 1-2 years
- Top management participation in Program Launch and Final Presentations
- Interview with SMR Director to define preliminary project scope
- \$15,000 program fee
- *Additional fees may be incurred if your project requires international travel*

EMBA Student Profile

Work History

13 years average work experience

8 years average management experience

Highest Degree Earned

BA/BS: 61%

Master: 23%

MD: 6%

JD: 3%

PhD: 7%



Important Dates

Application Deadline

October 14, 2009

Program Launch

January 8-9, 2010

(at Ojai Valley Inn - Ojai, California)

Final Presentations

June 18, 2010

(at UCLA Anderson)

For more information on the SMR Program and to submit an online application, please visit our program web site:

<http://www.anderson.ucla.edu/x7886.xml>

**Information subject to change*