

**Rady School of Management**

***Micro-MBA Summer 2017 Syllabus***

**Course Description:** Welcome to Rady’s Micro-MBA course, Summer 2017! Participants will have a unique opportunity to gain an introduction to business concepts, network with business professionals, and become a part of the entrepreneurial science/tech community at Rady.

**Format:** This program is a 6-week course with two 90-minute lectures per week (with the exception of one three-hour lecture in Week 1) held at the Rady School of Management. The class will start on **Thursday, July 6, 2017.**

**Grade and Attendance Policy:** There are no grades for this course. Attendance will be checked each lecture, and attending 10 of 12 lectures earns you a certificate of completion. But remember, this is a course where getting the grade doesn’t matter! Attend coffee chats to build your contact list, meet peers interested in business, read the book to expand on the class lectures and assignments, and GO TO CLASS to learn something!

**Value to Course Participants:** The UCSD Micro-MBA course is a fast and inexpensive way for you to gain fluency in business concepts from high-caliber Rady School of Management Instructors. You will also have the chance to network with local business professionals at weekly coffee chats and peers in the course. Another advantage of the course is it will help clarify whether earning an MBA degree is a good choice for you. Finally, completion of the course will be a valuable addition to your resume or LinkedIn profile. A certificate will be provided at the completion of the course if you attended 10 out of the 12 sessions.

**Supplemental Reading:** Recommended for the course is “The 10-Day MBA” by Steven Silbiger. This book is not required for success in the course, but goes into more detail on topics covered in class and other focus areas. We strongly encourage you take advantage of it during the course to gain the most from both the book and the course!

**Class Location:** Classes will be held at the Rady School of Management, across from the RIMAC arena. All classes will be held in one of the two main auditoriums on the ground floor, with signs indicating the entrance room. Food and drink are not permitted in the auditorium! Arrive on time to prevent disturbing the class, and sign in before entering the lecture hall.

Parking is available at P357 with an A or B permit, or after purchasing a permit at the Information Center. Overflow parking is available at the Pangea Parking Structure.

No idea where Rady is? Use the following interactive Google Map to find all locations relevant throughout the course: <http://tinyurl.com/microMBA-directions>

**Social Hours:** Head to Home Plate after class to meet your peers, pitch ideas, and unwind!

**Coffee Chats:** Each week, you will be notified of upcoming coffee chats for which you can sign up. These are one-hour, on-campus opportunities to meet with entrepreneurs, managers, and other business professionals. **This is arguably the most beneficial element of the course.** Take the opportunity to build connections with local professionals at these informal discussion groups!

**Course Schedule:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Micro-MBA**  **Summer 2016** | | | | | |
| **Date** | **Day** | **Time** | **Location** | **Topic** | **Instructor** |
| **6-Jul** | **Thur** | **4:30- 7:30pm** | **1N108** | **Strategy** | **Dave Newton** |
| **11-Jul** | **Tues** | **4:30- 6:00pm** | **1N108** | **Corporate Finance/ROI** | **Ross Valkanov** |
| **13-Jul** | **Thur** | **4:30- 6:00pm** | **1N108** | **Mindfulness** | **Christy Cassisa** |
| **18-Jul** | **Tues** | **4:30- 6:00pm** | **1N108** | **Communicating in the Workplace** | **Ernie Mendes** |
| **20-Jul** | **Thur** | **4:30- 6:00pm** | **1N108** | **Financial Decision Analysis** | **David Ravetch** |
| **25-Jul** | **Tues** | **4:30- 6:00pm** | **1W102** | **Power and Leadership** | **Mary McKay** |
| **27-Jul** | **Thur** | **4:30- 6:00pm** | **1N108** | **Business Analytics** | **Vincent Nijs** |
| **1-Aug** | **Tues** | **4:30- 6:00pm** | **1N108** | **Difficult Conversations** | **Ernie Mendes** |
| **3-Aug** | **Thur** | **4:30- 6:00pm** | **1N108** | **Marketing I** | **On Amir** |
| **8-Aug** | **Tues** | **4:30- 6:00pm** | **1N108** | **Marketing II** | **On Amir** |
| **10-Aug** | **Thur** | **4:30- 6:00pm** | **1N108** | **Intro to Innovation** | **Clark Jordan** |

**Lecture Descriptions:**

***Strategy***: Acquire practical tools and working knowledge to develop strategic thinking and strategic behavior

***Corporate Finance and Financial Decision Analysis***: Become familiar with the advantages and disadvantages of financial decision models and what drives the decision-making process at individual and corporate levels.

***Mindfulness***: Learn how to build your emotional intelligence which is important for peak performance and successful leadership

***Communicating in the Workplace***: Increase self-awareness and boost interpersonal effectiveness; learn principles and strategies for maximizing communication in a variety of contexts (both in personal and professional life)

***Power and Leadership***: Learn how to build your power toolbox to become motivated, positive, and effective leaders

***Business Analytics***: Learn the importance of business analytics and how it influences fact-based decision-making

***Difficult Conversations***: Understand the importance of teamwork and acquire team building skills that will give you a competitive edge

***Marketing***: Learn marketing execution skills and how they can be integrated with R&D to increase profits and growth

***Intro to Innovation***: Learn how to turn ideas into market opportunities. 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?