



## STRATEGIC MANAGEMENT RESEARCH (SMR) PROGRAM

*“What impressed us most was both the depth and quality of the team’s analysis and recommendations, including the business plan and the final presentation”*

-VP of Product and User Experience, Experian

## BENEFITS TO YOUR COMPANY

- ▶ A comprehensive, independent assessment and evaluation of your 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 its comprehensive business and industry database resources
- ▶ Specific recommendations to accelerate your company’s growth to the next stage of corporate 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 strategic consulting report.

The Strategic Management Research program matches companies and organizations in the United States and around the world with four to five 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 14 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 consulting report at the behest of an organization's management.

The plan may typically involve:

- Pinpointing business opportunities
- Launching new products
- Exploring new markets for existing products
- Competitive analysis
- Creating effective marketing campaigns
- Risk assessment
- Operational analysis
- Improving managerial effectiveness
- Financial modeling

The strategic consulting reports 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.

\*Information subject to change



## RECENT PARTICIPANTS

|                  |                   |                  |
|------------------|-------------------|------------------|
| Amgen            | Hewlett Packard   | Microsoft        |
| Bank of Internet | Honeywell         | NATO             |
| BioRad           | Hudson Scenic     | Nokia            |
| Campbell Hall    | Hyundai           | Northrop Grumman |
| CloudMosa        | Johnson & Johnson | Pacific Life     |
| DKSH             | JW Hulme          | St. Jude Medical |
| Experian         | Kaiser Permanente | Symantec         |
| General Electric | Lockheed Martin   | Toyota           |
| Gensler          | Many Mansions     | West Pharma      |
| Guthy-Renker     | Mercy Housing     | Yahoo!           |

## COMPANY SELECTION CRITERIA AND INVESTMENT REQUIREMENTS

- An identified need by the company or a division of the company
- 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-\$20,000 program fee, \*lower non-profit rate available
- Additional fees may be incurred if your project requires international travel

## EMBA STUDENT PROFILE

Average years work experience: 14

Highest Degree Earned:

BA/BS: 53%, Master: 35%, MD: 6%, PhD: 6%

## IMPORTANT DATES

APPLICATION DEADLINE ..... October 22, 2021

PROGRAM LAUNCH ..... January 8, 2022

FINAL PRESENTATIONS ..... June 4, 2022

## CONTACT

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