Spotlight on
EDUCATION

Learn how ADVANCED EDUCATION and life-long learning can be key factors for enhancing your professional career!

UC San Diego
SKAGGS SCHOOL OF PHARMACY
AND PHARMACEUTICAL SCIENCES

University of San Diego California San Diego Master of Science Drug Development & Product Management Program
The Master of Science in Drug Development & Product Management focuses on building the clinical, managerial, regulatory, and marketing skills and insight to equip graduates to be effective leaders in the complex landscape of the drug development process from pre-clinical to patient. This degree is conferred by the Graduate Division at the University of California, San Diego (UC San Diego). It represents a collaborative effort between the Skaggs School of Pharmacy and Pharmaceutical Sciences, which creates and teaches the curriculum and provides student career advising, and UC San Diego Extension, which administers the program and manages student affairs.

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University of San Diego SCHOOL OF BUSINESS

USD School of Business
See business as a force for good. Our mission merges social responsibility with international leadership. Shaping those who transform lives and communities to create value where business meets society. Confronting the world's most urgent challenges and opportunities through business innovations. At the USD School of Business, rigorous academics and experiential learning converge so graduates can tackle real-world problems and establish relationships with industry leaders in San Diego and beyond. Graduates are empowered to embrace a stewardship approach to business. Stewardship requires businesses to protect and care for society in pursuit of greater good. Applying values-driven free enterprise skills honed at USD to improve the quality of life within their communities and beyond—towards a life well-lived.

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SAN DIEGO STATE UNIVERSITY
Fowler College of Business

San Diego State University Fowler College of Business
Established in 1955, the Fowler College of Business at San Diego State University has been recognized as a leader in entrepreneurial and business education and is historically ranked among the top 50 business schools in the nation. Today, the college has more than 6,000 students and is one of the largest business schools in the U.S. For over 65 years, the college has educated some of the most successful and influential global business leaders. For more information, visit business.sdsu.edu.

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SAN DIEGO STATE UNIVERSITY

San Diego State University College of Engineering
Since its inception in 1961, the College of Engineering has evolved into a top choice for engineering students and researchers from all over the globe. The college delivers a broad-spectrum, world-class engineering education, combined with practical research experience. Students can choose among several bachelor's, master's and joint doctoral degree programs. The college is dedicated to innovative education, discovery, and dissemination of knowl-edge. The college's leading-edge education and hands-on applications equip graduates to design solutions that meet human and societal needs, and create economic value that helps sustain the San Diego region and beyond.

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USC Gould
School of Law

USC Gould School of Law
The USC Gould School of Law is a top-20 law school with a reputation for academic excellence, innovative programs and a world-class faculty. Established in 1900 as the first law school in Southern California, USC Gould is known for its inclusive and collegial student body, its leadership in clinical education and its supportive alumni network. Gould alumni are partners in the world's largest firms, chairs and executives of industry-leading compa-nies, and leaders in government and public service organizations. Through practice-focused training, experiential offerings and exceptional career services support, students build the skills and knowledge to succeed locally, nationally and globally.

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What sets SDSU's Fowler College of Business Master of Business Administration (MBA) program apart from others within the state and nationally?

The MBA at Fowler College of Business is a highly ranked and nationally-recognized graduate business program, one that is known for its faculty and its link with industry partners, and also part of the CSU – and thus highly affordable. The SDSU MBA program also benefits from an incredibly deep alumni base, especially in San Diego, who are familiar with the program. Accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 1959, the Fowler College of Business, through its MBA, provides in-depth business education with the flexibility to permit students to specialize in areas such as finance, information systems, or data analytics.

Describe the Fowler College of Business career-readiness opportunities. How does the MBA program engage with the Southern California business community to prepare students for the dynamic business environment?

One of the primary ways the Fowler College of Business engages with the local business community is through the capstone MBA consulting program, a team consulting experience in which students work with large and small organizations on real-world business challenges. Students deliver confidential boardroom style presentations and complete comprehensive reports with recommendations covering business and go-to-market strategies, competitive analytics, international market studies, organizational and process improvement, brand positioning, pricing models, forecasting, and impact studies. Companies such as Viasat, Qualcomm, Cubic, Microsoft, and Scripps Health have all participated recently.

The MBA program at Fowler College of Business also focuses on global education, providing

STEVE GILL, PH.D.
DIRECTOR OF GRADUATE PROGRAMS
FOWLER COLLEGE OF BUSINESS,
SAN DIEGO STATE UNIVERSITY

students a diverse education in and outside of the classroom. Fowler hosts the Center for Advancing Global Business, which includes the SDSU Center for International Business Education and Research (CIBER), a national center of excellence funded in part by a grant from the U.S. Department of Education. One of 15 centers nationwide, SDSU CIBER was one of the first five established in 1989 and assists in linking workforce and information needs of U.S. business with international education, language training, and research. The Center also includes

the Charles W. Hostler Institute on World Affairs speaker series, which connects Fowler students with the global business and political environment.

The SDSU Fowler College of Business recently revamped the MBA program curriculum. What were some of the changes, and how will they have a direct and positive impact on the program and its students?

The revision of SDSU's MBA program created a more flexible pathway designed to consider the academic background and professional experience of each student when constructing the curriculum. It also created a faster route to graduate business education.

Prospective MBA candidates will find that the program is more customizable to their individual needs. The program also offers course schedules and modalities that permit MBA students a tailored path to their degree while ensuring high levels of interaction – between faculty and students and students with one another. In addition, the program now has a greater emphasis on analytics, which will serve our students well as they enter or re-enter the workforce.

Specialized master's degrees have become increasingly popular. SDSU's Fowler College of Business offers several specialized programs in various areas, such as accountancy, sports, cybersecurity management, and more. Can you discuss the evolution and importance of specializations offered by the college and how they will continue to play a role in the future?

Interest in specialized graduate business education has been growing for the last decade, and SDSU and the Fowler College of Business have been at the forefront of this movement. As

employers increasingly seek out more specialized skills beyond the foundational business skills, the Fowler College of Business intends to provide students with the type of dynamic education required to ensure they remain highly competitive in the job market.

SDSU has long hosted specialized programs in accounting and sports and introduced an M.S. focusing on Information Systems some time ago. Most recently, SDSU faculty have created an M.S. in Cybersecurity Management to address the specialized nature of that increasingly important aspect of business. This year, we introduced an M.S. in Global Business Development that stretches the typical graduating marketing and management skills to address the global environment that even many small businesses find themselves operating in. Although not yet approved, a new M.S. in Finance is also working its way through our system. Lastly, many of these same specializations are offered inside of our MBA program. That program alone includes specializations in public health, entrepreneurship, international business, project management, and supply chain management, just to name a few.

What's next for SDSU's Fowler College of Business MBA program? How will the program continue to evolve to support students and the changing education landscape?

As the business landscape changes, the Fowler College of Business needs to remain nimble and change as well. Looking ahead, we will frequently expand our specialized offerings as the market demands new or different skills. The MBA program will continue to emphasize not only business knowledge but also the acumen of business through communication, ethical reasoning, evidence-based decision making, and of course, a program that reflects the diversity and equity of San Diego and the surrounding communities.

SAN DIEGO STATE UNIVERSITY
SCHOOL OF ENGINEERING

EUGENE OLEVSKY
DEAN OF THE COLLEGE OF ENGINEERING

"People want to have meaningful experiences and careers that make a tangible and positive difference in the lives of people. That is the bedrock principle of engineering and what we do at SDSU: create solutions and developments that improve the quality of life."

How is your college positioned to innovate in the field of engineering, and what are your strengths?

Our college provides a hands-on, industry-supported student experience. We also offer a conducive environment for our faculty to innovate with cutting-edge research and to push boundaries in multiple fields. We are designing cloud computing systems enabling drones to perform complex calculations in the air, and bringing futuristic flying taxis closer to reality. We have worked on extraterrestrial manufacturing for NASA missions. We have brought advances to cancer bioengineering research. Our researchers developed sensors that can be embedded in the brain, and others that test water quality. We have developed field-assisted 3D printing of complex components. We are also introducing new programs, such as construction management, where our students will attend classes in the College of Engineering and the Fowler College of Business. We have developed new partnerships with the Department of Transportation and the Naval Information Warfare Center. Our state-of-the-art Engineering and Interdisciplinary Sciences Complex, opened in 2018, hosts some of our most innovative research labs. Our strengths lie in the strong partnerships we have forged with industry and government agencies, which enable our faculty and students to collaborate on defense projects, renewable energy, bioengineering, water quality and advanced manufacturing.

Could you share some examples of creativity and innovation in research, and how your faculty have pivoted during COVID-19?

Early on during the COVID-19 pandemic, our researchers and students responded with solutions. Mechanical engineering researchers and graduate students answered the call to create a low-cost assisted breathing device that could help the sickest patients who need help breathing. Civil, construction and environmental engineering professors are measuring SARS-CoV-2 in wastewater and evaluating its persistence in water. And we were so pleased by the recent news that drone researcher Junfei Xie, biosensors researcher Sean Park, construction engineer Reza Akhavian and water resources engineer Alicia Kinoshita each received the prestigious National Science Foundation (NSF) CAREER award, which is given to promising early career researchers to further advance their research. Xie is leading research to help develop a drone that can perform complex calculations while airborne. Park will expand the use of rooftop solar energy to develop more sustainable buildings. Akhavian will work on improving construction worker safety and productivity with robot assistance. Kinoshita's research focuses on soil and vegetation analysis after wildfires. Akhavian will work on improving construction worker safety and productivity with robot assistance. Their

grants will directly support graduate student research and innovative education and outreach activities, such as summer camps and virtual lab modules. We have so many exciting examples of faculty-led research benefiting our students and, by extension, communities beyond our campus. People want to have meaningful experiences and careers that make a tangible and positive difference in the lives of people. That is the bedrock principle of

engineering and what we do at SDSU: create solutions and developments that improve the quality of life. Our faculty are sought out by partners at other research institutions for the niche expertise they have developed, in areas such as sensor technology, nanomanufacturing and battery research. Research funding has tripled over the last 10 years, and nearly all College of Engineering faculty have a research focus.

As job markets and economies evolve around the world, how are you training your students to be ready to enter the job market? What impact do your alumni have in the industry?

We offer a strong level of support and opportunities for our students to see the direct impact of their work before graduating. For example, in 2020, the college's Rocket Project achieved an altitude world record for a student-designed dual cryogenic liquid bi-propellant rocket. Our strong industry partnerships also allow our students to get resume-building experience with summer internships and research exposure. This leads to excellent job placement. In fact, the American Society of Engineering Education (ASEE) ranks SDSU College of Engineering programs among the top 25 engineering departments in the U.S. in terms of contribution to the engineering workforce. SDSU engineering alumni work with major local, national and international organizations and corporations, including Raytheon, the Northrop Grumman Corporation, SDG&E, Qualcomm, Boeing, Solar Turbines, Clark Construction Group, and NASA Jet Propulsion Laboratory (JPL). A moment of tremendous pride came on Feb. 18 when the Perseverance rover landed successfully on Mars. SDSU alumna Anachristina Morino ('17), a JPL system engineer, was on console at mission control making sure the spacecraft was ready for the Entry, Descent, and Landing (EDL) team, as well as in the control room until touchdown was confirmed. Two SDSU mechanical engineering students interning at JPL were also part of the mission's team and many other SDSU alumni work at the agency.

What are your plans for attracting, engaging and retaining students and faculty who are women and those from diverse backgrounds?

SDSU now exceeds national averages for women in graduate engineering programs and Latinx engineers, according to the American Society of Engineering

Education. About 30% of our graduate students are women, and 20% are Latinx. We have quadrupled the number of women faculty over the past seven years. Our three newest faculty who joined the college last fall are women with strong research backgrounds. We also have strong programs in place to support underrepresented high school students and offer them exposure to careers in STEM. Through the Femineer Program, our women students offer mentoring and project-based learning opportunities for female middle school students. We are one of only three universities with this program that supports a future pipeline of women engineers. Our Troops to Engineers program supports military veterans with scholarships, mentoring and industry internships and has seen 100% graduation and job placement success. Recruitment alone is never enough, however. Within the field of engineering, we need to create a conducive environment in which individuals are able to see themselves reflected and where their contributions are deemed valuable and meaningful. In 2019, the ASEE recognized our college for its efforts in diversity and inclusion. We remain dedicated to this work.

How has the college evolved over time, and what are your goals going forward?

When our college was founded 60 years ago, in 1961, it was a different era with different priorities. We have evolved over time, and especially in recent years, into a top choice for engineering students and researchers nationally and from other parts of the world given our broad-spectrum engineering education, which prioritizes practical experience and focuses on research. Our college has about 4,000 students, double the number from 10 years ago. Today, our college is strongly focused on improved student support and enhancing our research and philanthropy. Research productivity among College of Engineering faculty has more than tripled during the last eight years, and much of this growth can be attributed to many of our junior faculty members. We are also fortunate to have strong donor support and are prioritizing the growth of our college's endowment and other endowed funds, which directly support our students and faculty. Ultimately, our achievements reside with our students and graduates. They are making meaningful, positive industry and organizational impacts, and giving back to our college and university in ways that strongly contribute to student and faculty achievement. The most important outcome of all of this work is to ensure that our graduates are well trained and hold a strong and lasting commitment to inventing a better future and more sustainable solutions for communities around the world. SDSU plans to develop cross-border collaborations, and capitalize on our position as a border university. We will continue to forge strong collaborations with our industry partners, both here in San Diego and nationally, and continue to strive towards inclusive academic excellence.

UC San Diego
SKAGGS SCHOOL OF PHARMACY AND PHARMACEUTICAL SCIENCES

MS Program in Drug Development and Product Management

Is this program a match for you?

The MS Program in Drug Development and Product Management (DDPM) is focused on providing the scientific knowledge and leadership skills for students to meet the increasing demands of the pharma, biotech, and life science industries. Students will gain insight into the process of successful drug product development and deployment, as well as acquire requisite knowledge and skills to collaborate effectively, and to create a solid, practical bridge to employment opportunities.

What makes the UCSD DDPM program unique?

Previous students who have graduated from our program have mentioned the small class size. In the last several years of our program, we averaged 22 students. The small class size allows for students to create professional and personal connections with their peers in addition to our teaching faculty and many industry executive guest speakers who are currently working in the diverse functions taught in the program. The small class size also allows for student team based projects and/or presentations and case review discussions

WILLIAMS ETTOUATI
Managing Director
Master of Science in Drug Development
& Product Management

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"At the beginning of the program, each student is paired with a Faculty advisor and mentored to create a strategic and tactical career plan to guide their career."

as critical elements of evaluating student mastery of course content. At the beginning of the program each student is paired with a Faculty advisor and mentored to create a strategic and tactical career plan to guide their career.

Who is our targeted student learner for this program?

Student learners who have work experience in the biotech, pharmaceutical, and/or life sciences industry who are interested in expanding one's field of study and in acquiring knowledge of the drug development and product management processes. Students need to have an undergraduate science degree with relevant work experience or a terminal/doctoral degree (e.g., PharmD, MD, PhD, MBA, JD). Domestic and international students are encouraged to apply.

What skills will you gain from this program?

You will gain increased knowledge through project based experiences in regulatory science, clinical development and marketing as it relates to drug development and commercialization. In addition, you will learn how

to manage multiple projects through direct application, many of our courses utilize a team based approach for active learning. For example, you will acquire skills on how to develop and write a drug marketing plan, including financials, and also learn how to design a clinical trial protocol. Finally students will gain analytical skills and applied decision making through case study teaching as used in the best business schools.

Can you continue working while attending this program?

Yes, this program was designed for working professionals who want to advance their career. Classes are three days a week from 4:00 – 8:00 pm. At least 75% of our students are working full time in the life science industry. Finally, many of our alumni who graduated from our program were able to improve their careers through promotions or securing new opportunities in fields in which they had little knowledge/ experience before starting our program. We hope to see you in our next cohort.

University of San Diego
SCHOOL OF BUSINESS

Master's in Business Analytics Degree Program

In such an uncertain world, what role should data analysis play in decision making?

Data analysis can enhance confidence in decision making. The COVID pandemic has served as an excellent example of this. In the first weeks of the pandemic, very little was known about the virus. As more data was available, we began to get a clearer picture of its impact — medically and economically. With increased data and analysis, governments, policy makers, and organizations could make better-informed decisions about how to respond. The same is true for companies. As more data becomes available, you can update prior decisions based on better information and have greater confidence in those decisions.

What place does business intelligence and data analysis occupy in USD's MBA program and other business degrees from USD School of Business?

While business intelligence and data analysis are increasingly embedded into all of the courses in USD's MBA program — including accounting, finance, marketing, operations, and supply chain classes — our program features a business analytics concentration that allows students to develop deeper data analysis skills. Courses in this concentration allow students to develop skills in database management, data visualization, working with big data, and marketing analytics. For those interested in furthering their data analytics skills, we offer a dual MBA/MSBA option where students can complete both degrees in just two years. Our Master's in Business Analytics (MSBA) is a great option for those who are primarily drawn to the data analytics world. It can be completed in just 10 months and allows students to gain practical experience while they complete their degree through various client project-based classes.

ANDREA GODFREY FLYNN
Associate Professor of Marketing and Academic Director, Master's in Business Analytics

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"The companies who will be most successful in the post-pandemic world will be those who find creative and innovative ways to harness the power of data analytics ahead of their competition."

What would you say organizations are looking for in a business leader/manager today? How is the USD School of Business responding to this need?

Today's organizations are looking for leaders who are data-driven decision makers. Good judgment is always important, but making decisions based on instinct no longer demonstrates effective leadership. Organizations also need people who know how to ask the right questions. Data can be used to give us lots of answers but if we aren't asking the right questions, we aren't really making progress. The USD School of Business is responding to this need by training "data translators," individuals who have the technical skills to work with data but also understand the critical business problems that need to be addressed. As such, these data translators serve as a key link on teams because they can facilitate effective collaboration among data scientists, data engineers, business managers, and clients. Finally, organizations are looking for leaders with integrity. By aligning with USD's mission and values, we train data-driven leaders who aim to be socially responsible and have a positive impact in the world.

Tell us more about the types of support MSBA students receive to help them secure jobs, sometimes even before graduating with the degree? Why is connecting students to industry early on so important to School of Business faculty?

USD's MSBA program is very unique in that it offers students the opportunity to gain professional experience while they complete their degree through not just one, but three client project-based classes. The first is our Data for Social Good class where students work with an organization in the non-profit, government, or education sectors to address business problems that have important societal implications. The second is our International Consulting Project, in which students travel abroad and work on an intensive consulting project that allows them to build a global professional network. Past projects involved partnerships with companies in Madrid, Munich, and Shanghai. Finally, students complete a full semester-long capstone project with a San Diego-based company, which allows them to build in-depth experience and relationships with the company. On top of these experiences, our small program size allows us to provide individualized career development mentoring by our Career Services team and our faculty.

Through the Masters in Business Analytics Program students become proficient in highly sought-after analytics tools, such as Python, SQL, Tableau and IBM SPSS Modeler. how does this give graduates an immediate competitive edge as they embark on their career journey?

The demand for employees with data analytics skills using tools like these continues to outpace the supply and this is projected to be true in coming years. By providing students with in-depth training in how to apply these tools to address impactful business questions, graduates are in a position to fill this gap and hit the ground running on day one. In addition to providing rigorous training in statistics and data mining, data management, and data visualization methods, our program takes a holistic approach that also helps students develop effective communication, project management, and team leadership skills. With this well-rounded set of skills, our students are trained to serve as integral players in a company's business analytics team.