

# Spotlight on EDUCATION

Learn how **ADVANCED EDUCATION** and lifelong learning can be key factors for enhancing your professional career!



## **CSUSM Professional Science Master's Program Biotechnology**

The College of Science, Technology, Engineering & Mathematics (CSTEM) at California State University San Marcos (CSUSM) is a forward-thinking community of scholars and researchers pushing the boundaries of human knowledge and discovery in the fields of science, technology, engineering and mathematics. Through interdisciplinary research, innovation, and creative endeavors, our faculty and students are at the forefront of solving many of the critical challenges we face in our rapidly evolving world. The Master of Biotechnology: A Professional Science Master's degree is offered in partnership between CSUSM Extended Learning and the CSUSM College of Science, Technology, Engineering & Mathematics.

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## **National University—College of Professional Studies**

The diverse programs offered by the College of Professional Studies are designed to prepare you for a rewarding career in a wide variety of fields, including accounting, engineering, criminal justice, and health care. Bachelor's and master's programs include criminal justice administration, MBA, homeland security and emergency management, and public administration, as well as creative fields such as digital cinema, film and digital design, and professional screenwriting. Throughout your program, you'll learn from experienced faculty using innovative teaching tools and applications and gain the knowledge and skills needed to advance in your field.

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## **Knauss School of Business—University of San Diego**

The Knauss School of Business at the University of San Diego innovates business for good by developing socially responsible leaders with a global mindset through academically rigorous, relevant and values-based education and research. Its vision is to be a model of outstanding global business education, a leader in high-quality business research and a magnet for the most dedicated and innovative faculty and staff. The future of business education will be reflected in the school's new, 120,000-square-foot building, the Knauss Center for Business Education, located in the heart of USD's campus. Opening Fall 2022, it will be an unparalleled place for learning and innovation informed by a vision of business stewardship.

## **Master's in Business Administration (MBA)**

The globally ranked MBA program from the University of San Diego's Knauss School of Business is now more relevant, personalized and streamlined than ever. Introducing a new curriculum starting Fall 2022 redesigned to help students create impact and help their organizations thrive in a post-pandemic society, USD's MBA now offers greater experiential learning opportunities that focus on international business and social impact. The program is offered in full-time, evening part-time, and hybrid part-time formats.

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## **Master's in Executive Leadership (MSEL)**

Delivered through an alliance between the University of San Diego's Knauss School of Business and The Ken Blanchard Companies, the Master's in Executive Leadership (MSEL) is a degree designed for established and emerging leaders who possess 10 or more years of professional experience. The curriculum promotes a command of business acumen as well as a mastery of interpersonal and organizational skills to ensure maximum individual and organizational impact.

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## *CSUSM's Master of Biotechnology: A Professional Science Master's Degree*

### **What makes CSUSM's Master of Biotechnology (MBt) unique?**

This program is about understanding the entire pipeline of product development within an organization, from concept to research to production to sales. It has an entrepreneurial side to it that blends studies of the business of life science with lab research, development and manufacturing. We are preparing students to work across that pipeline, not just in one facet of it. Our students learn how a business runs and they see how their job fits into that larger picture.

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**Our Master of Biotechnology program shows students the range of opportunities available in biotechnology and beyond, as well as how to build a thriving and multifaceted career, especially in San Diego's flourishing life science community.**

### **How does the curriculum support this approach?**

As a Professional Science Master's degree, our MBt combines technical, scientific and MBA-level business courses with real-world experience in local companies. That blend of business training and industry experience is critical. If you know how a company works and you understand what the company's goals are, you are going to be able to move up the chain in that company much more easily.

### **CSUSM works closely with local biotechnology companies and industry experts in this program. How does that help prepare students to address the emerging trends in biotechnology today?**

We ask the businesses we work with to identify changes they are seeing on the horizon for the local life science industry, and then we respond to those changes in our curriculum. Our program has two courses that focus on current trends in biotechnology. We also have industry advisors who work closely with us to make sure our students are well prepared for their jobs when they graduate. In addition, we bring in experts who share how they started their companies, and our students get a feel for where the boundaries are in the biotechnology



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field right now. They are encouraged to start businesses themselves, which is very different from a traditional science program.

### **Why is CSUSM's Master of Biotechnology a perfect fit in San Diego?**

San Diego has a rich environment for biotechnology career opportunities. In 2021,

JLL.com listed San Diego third in the nation in its rankings of top locations for life science clusters. San Diego and Los Angeles together are known as Biotech Beach, a powerhouse region for biotechnology and life science. This makes it very easy to get that first job here and to map out a career.

### **How does CSUSM's Master of Biotechnology set students up for long-term career success?**

Our graduates know how they fit into the organizational chart when they start a new job and because of that, they understand how to grow in their career. If the next step is to get to a supervisory role, they know what they need to do to achieve that. If they are interested in another segment of the product pipeline, they understand how the segments all fit together in an organization. We need people who are interested in research, people who are interested in development and production, people who are interested in how we make the product better for the customer and people who want to sell that product. Our Master of Biotechnology program shows students the range of opportunities available in biotechnology and beyond, as well as how to build a thriving and multifaceted career, especially in San Diego's flourishing life science community.

# BECOME A **BIOTECHNOLOGY** TRAILBLAZER

Join the next generation of leaders in biotechnology with CSUSM's Master of Biotechnology: A Professional Science Master's degree. Prepare for your future with our unique approach and reimagine what a career in biotechnology can be.

- Blend of technical, scientific and MBA-level business courses
- Semester-in-Residence with a local biotechnology company
- Designed for working professionals with guaranteed time to graduation

**CSUSM.EDU/EL/BIOTECH**





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# NATIONAL UNIVERSITY

Veteran Founded. Nonprofit.

## What makes the NU College of Professional Studies (COPS) unique?

From its outset, National University has been an innovator. Founded 50 years ago by a former Naval officer looking to help active duty and former service members get the practical education they needed to thrive outside the military, it has grown into an institution that prides itself on creating opportunities for adult learners – mostly working adults and traditionally underrepresented populations in higher education. The College of Professional Studies expresses that vision by working directly with industry to design curriculum that gives students the real-world skills they will need to land jobs and earn promotions, as well as giving them the education they want in order to make a positive contribution to society.

## What type of programs are available through COPS?

The College offers a diverse array of programs designed to prepare students for careers in a wide variety of fields, including accounting, engineering, criminal justice, computer science, and health



ERIC ROE, Ph.D., DEAN  
NATIONAL UNIVERSITY COLLEGE OF  
PROFESSIONAL STUDIES

care. Bachelor's and master's programs include BBA, criminal justice administration, MBA, homeland security and emergency management, and public administration, as well as high tech fields such as data science and cybersecurity.

## What approach does COPS and its professors take to teaching?

With the goal of preparing students to fill jobs now, as well as get them positioned to compete for jobs that do not even exist yet, we tap into knowledge and talent from the industries that will eventually hire our graduates. For example, a large percentage of our instructors either actively work in the fields they are teaching or have extensive professional experience in their areas of expertise. We were one of the first in the nation to adopt online teaching, and we continue to innovate and expand in that space. And our unique one-month courses give working adults the flexibility to complete programs over time while still attending to the demands of their jobs and families.

## How are you preparing students for the workforce in such a fast-changing world?

As we design curriculum, our goal is to create a pipeline between employers and our students that works for everyone. We start by cultivating strong, long-term partnerships with a wide array of industries. We gain a deep understanding of what they need

from their workforce. We translate that into a variety of courses and degrees, then – with ongoing advice from industry – we continue to evaluate, improve and innovate. We combine this approach with instructors who have deep and practical knowledge in their fields, programs that encourage field work for our students, and credentials that can be used on their own or combined with additional studies to build to higher and higher degrees and greater expertise.

## Looking forward, what are your priorities for COPS?

We're looking to create programs and partnerships that make professional and workforce education relevant for students, employers and the economy through systemic reforms aligning competencies with talent development pathways. National University is committed to advancing educational models that can foundationally change the way we deliver higher education. With a strong commitment to stakeholder engagement and a focus on student-centered program innovation, NU will achieve that goal.



# NATIONAL UNIVERSITY

## When it comes to workforce education, we've been on the job for 50+ years.



### NU's College of Professional Studies

Gain career-relevant education in diverse fields.



### A 50-year history of serving adult learners

Take classes online or on-site at San Diego's largest nonprofit university.



### 4-week courses

Start and finish faster by focusing on one subject at a time—one month at a time.



### Military-friendly

Servicemembers and dependents get preferred tuition rates.



**NU.edu**



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School: University of San Diego - Knauss School of Business  
Program: Master of Business Administration (MBA)

The pandemic has changed the landscape of work. What makes getting an MBA worthwhile today?

In a post-pandemic world, the MBA is key to transforming organizations. Organizations are facing tremendous challenges from their external and internal environments that simultaneously present opportunities for innovation. These challenges range from dealing with the after-effects of the pandemic — work-life balance, mental health and burnout issues among employees — to economic, political and socio-cultural issues, the latest being the Ukraine crisis and ongoing supply chain disruptions.

At the same time, organizations are presented with tremendous opportunities that result from advances in technologies, such as artificial intelligence, data analytics, cryptocurrencies and others. An MBA education gives organizational leaders the foundation to create unique value for their organizations by seizing the opportunities to overcome these challenges. An MBA is imperative not only for an organization’s growth but for its very survival.

In light of these current challenges, how has the Knauss School of Business at the University of San Diego adapted its MBA program?



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ASSOCIATE DEAN, FACULTY & ACCREDITATION  
PROFESSOR OF STRATEGIC MANAGEMENT, INNOVATION & ENTREPRENEURSHIP

At the Knauss School of Business, we rebuilt our MBA program right in the middle of the pandemic. We did this intentionally to prepare agile organizational leaders who can take on the unexpected challenges that the world is bringing us.

Starting this fall, our program can be uniquely customized to every student based on their previous education, experience and interests. The updated program emphasizes experiential learning and a contemporary lens on business topics, including a



Our vision is that our students will set the standard for organizational leadership in these uncertain times.



ANDREA GODFREY FLYNN, PH.D.  
ASSOCIATE PROFESSOR OF MARKETING

“flex class” that addresses emerging technologies and trends, and two mandatory consulting project classes that focus on social impact and international experience, which are at the core of the Knauss School of Business’ mission. Even while introducing cutting edge classes and increased flexibility, we have reduced the total number of units required to graduate from our program compared to other programs.

Along with the new MBA curriculum, what other opportunities are being

created for students at USD?

The Knauss Center for Business Education is our brand new, 120,000-square-foot facility opening for classes this fall. Cutting-edge technology, spaces and equipment will enable our students to collaborate with one another and with the San Diego business community.

Some highlights include team collaboration pods, a finance lab, a data analytics lab, an innovation catalyzer space and a production studio. All of this will serve to further transform the student experience. We cannot wait to welcome students and the business community into our new home this fall.

What is USD’s vision for the future of business education?

In line with our mission of student success, we educate our students on being thoughtful stewards of our society. We emphasize inclusive excellence, ethical conduct and a global mindset so that our students can take these values into their current and future employers. Our vision is that our students will set the standard for organizational leadership in these uncertain times. We are extremely excited to help facilitate this vision through our redesigned MBA curriculum and brand new, cutting-edge facility.

THE SAN DIEGO  
MBA

The world has changed, and so has our MBA. Now more personalized, relevant and streamlined than ever.

LEARN MORE

➔ [www.sandiego.edu/mba](http://www.sandiego.edu/mba)







*School: University of San Diego - Knauss School of Business*  
*Program: Master's in Executive Leadership*

**How would someone at the executive level benefit from leadership education?**

Reaching the executive level is often a signal that someone is excellent at their chosen craft but doesn't necessarily indicate that an individual is prepared to enable others to reach their full potential. Middle managers and CEOs alike find tremendous value in leadership education because it allows them to think beyond themselves and focus on the power of developing and empowering others. That's why even experienced executives enroll in the Master's in Executive Leadership (MSEL) program at the University of San Diego.

**Why is knowing how to manage people important to a business' success?**

Peter Drucker is famous for stating that "culture eats strategy for breakfast." Brilliant strategy without proper tactical implementation will ultimately fail. Business leaders and executives need to provide direction and support employee success in a way that fosters a culture dedicated to the company and brand. The world is much too competitive for poor leadership to deliver long-term success.



KENNETH BATES, PH.D., ASSOCIATE  
PROFESSOR OF MARKETING

We need engaged and committed talent — and it takes inspired leadership to transform employees from simple bystanders into full brand champions. Companies that invest in leadership education, such as USD's MSEL



**It takes inspired leadership to transform employees from simple bystanders into full brand champions.**

program, tend to see increases in employee morale, employee retention and increased overall workplace productivity.

**What does executive education look like at the University of San Diego's Knauss School of Business?**

Through our Master's in Executive Leadership, we empower people to become leaders who transform employees into brand champions. Our cohorts are comprised of approximately 20 students who are leaders or emerging leaders from a wide breadth of industries and professional backgrounds. And they learn from the best faculty — a mix of Knauss School of Business professors, coaches from The Ken Blanchard Companies and other industry experts — all of whom have extensive business backgrounds and leadership expertise.

Starting this fall, classes will be held in the brand new Knauss Center for Business Education on USD's campus, which includes a dedicated space for executive education overlooking Mission Bay and the Pacific Ocean. The learning environment here is unparalleled in how it blends beauty, art and study.

**What types of managers and executives benefit from the Master of Science in Executive Leadership?**

Our MSEL alumni range from small business owners to mid-level managers to CEOs of Fortune 500 companies. Truly, anyone looking to become a more impactful leader would benefit from our program. And it's designed specifically with the busy executive in mind.

**How can a busy professional fit the MSEL program into their work schedule?**

We recently adapted our traditional program into a 22-month, hybrid model that features the benefits of both online and in-person education. Students take classes one weekend per month with 50 percent of those classes delivered remotely. This ensures that even the busiest executive can find time to transform their leadership style. The best part is that students bring their company challenges into the classroom on Saturday, develop strategies on Sunday and start implementing solutions on Monday. It is a truly unique and empowering learning environment.

# ENVISION THE LEADER WITHIN

Introducing a new hybrid format for our Master's in Executive Leadership — 50% on-campus, 50% remote — suited for the busiest professionals.

LEARN MORE

→ [www.sandiego.edu/msel](http://www.sandiego.edu/msel)

THE **KenBlanchard**  
COMPANIES

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SCHOOL OF BUSINESS  
University of San Diego®