

## **Our Community's Value Propositions**

### **Main Message**

The UC Davis Graduate School of Management is focused on preparing the next generation of inspired, results-driven and innovative leaders who are committed to making a positive impact.

### **Core Messages – based on audience and situation**

Our goal: Continue our ascent to the upper tier of U.S. business schools and greater prominence on the international stage. Strengthen and advance our community of faculty, students and alumni as influential, responsible and agile leaders. Set the standard as shapers of global business and management practices with game-changing knowledge, integrity and the highest degree of personal character.

Investing in the UC Davis Graduate School of Management—whether as a student, alumni, corporate partner, or faculty member—reflects a shared passion and dedication to a business school community and culture unlike any other in the world.

- We set the standard for responsible business leadership.
- We prepare results-driven, innovative and agile learners who can adapt quickly, leading and collaborating to make a positive impact.
- We think and act boldly, working smarter and harder as a global leader in business and management research and education.
- We partner with corporations that practice and value our approach and share in our success.

## Core Message for Corporate Recruiters

UC Davis MBA students are enterprising self-starters and bold, innovative leaders. They combine the fundamental strategic and analytical skills with results-driven collaboration and communication skills needed to frame complex problems, develop and articulate solutions and execute to help grow businesses. They're prepared with hands-on experience through team consulting projects for cutting-edge Silicon Valley start-ups and Fortune 500 multinationals. They excel working in teams, inspired to create value and drive growth.

### Talking points:

- We graduate business leaders with the exceptional ability to help grow their organizations through strategic innovation, analytical decision-making and collaborative execution.
- No. 1 worldwide for diversity of corporate recruiters for two consecutive years. Reflects the breadth of companies and industry sectors who seek our talented MBA students (*The Economist* 2012 and 2013 Which MBA? Full-time MBA rankings).
- Collaboration is a cornerstone of our program. From day one, our students harness the power of group dynamics and the value of diverse perspectives, talents and backgrounds.
- UC Davis MBAs have a dual commitment to excel personally and to see each other succeed.
- Galvanizing teams, they ignite innovative thinking, challenging and holding each other accountable.
- Our emphasis on teamwork and real-world experience gives UC Davis MBAs the edge in helping all levels of business grow and succeed—from start-ups and mid-sized firms to world-class corporations in global markets.
- Corporate recruiters have recognized UC Davis MBAs for working well in teams and driving results in the workplace (Wall Street Journal/Harris Interactive survey).
- Our proven placement success ranks among the top 4% of U.S. business schools (*U.S. News & World Report* March 2014 rankings).
  - 94.9% of our graduates hired within 3 months.
  - “Top 10 MBA Programs for Jobs” (*U.S. News & World Report* 2014)
- Proven student quality: Top 1 percent in student selectivity (applicant acceptance rate) and Top 6 percent in average Graduate Management Admission Test (GMAT) score. (*U.S. News & World Report*, March 2014)

## Core Message for Prospective Full-Time MBA Students

The UC Davis Full-Time MBA program is a transformative experience unlike any other business school in the world. You'll thrive in small classes that foster a tight-knit, collaborative community. You'll work closely with the best and brightest colleagues and internationally renowned faculty ranked among the best in the world for overall quality. You'll benefit from personal attention. We'll know you by name and work with you to meet your goals.

## Talking points:

- **U.S. News & World Report - March 2014 rankings**
  - Full-Time MBA program ranked among the top 9% of AACSB-accredited programs (*No. 41 of 453 full-time MBA programs*)
  - Our proven placement success ranks among the top 4% of U.S. business schools
    - 94.9% of our graduates hired within 3 months.
    - “Top 10 MBA Programs for Jobs” (*U.S. News & World Report* article and rank)
  - Proven student quality: Top 1 percent in student selectivity (applicant acceptance rate) and Top 6 percent in average Graduate Management Admission Test (GMAT) score.
  - 19 consecutive years ranked among top 10% MBA programs in the U.S.
- **Other Notable Rankings**
  - Fastest rising U.S. business school in Forbes 2013 full-time MBA ranking. UC Davis ascends 22 places, the largest jump of any school. Forbes’ ranking shows proven return on investment for our alumni based on the pre- and post-MBA salaries of our alumni five years after graduation.
  - No. 1 worldwide for recruiter diversity (*The Economist* 2012 and 2013 MBA rankings). A testament to the skills of our graduates meeting the needs of employers across a broad range of industries. It also shows the strength of our corporate relations and the career opportunities available to UC Davis MBAs.
  - Top 10% MBA program worldwide (*Financial Times* Global MBA 2014, and *The Economist* 2013 MBA rankings).
  - Faculty No. 13 worldwide for research productivity (*Financial Times* Global MBA 2014).
  - Top 10% globally for environmental and social stewardship integrated into research and curricula. Top 8 among small business schools worldwide (Aspen Institute’s Center for Business Education Beyond Grey Pinstripes 2011-2012).
  - Top 20 MBA programs in the U.S. (*The Financial Engineer*, 2014)
  - Top 10 Environmentally-Aware Business School (MBAPrograms.org, Jan. 2013).
  - UC Davis named No. 1 “Cool School” by Sierra magazine for its sustainability and climate change efforts (August 2012). Ranking now at No. 4 in 2013.
- **Davis: Extraordinary Location**
  - Appeal of a true college town atmosphere and community, ranked one of best college towns in the U.S.
  - Graduate School of Management ranked among the 50 best and most beautiful business school campuses by MBAPrograms.org (2012).

- Embedded in the heart of Northern California's economic engine.
  - Easy access to the state capital, the epicenter of pioneering policy making for the world's eighth largest economy, and an emerging clean tech hub.
  - Proximity to San Francisco Bay Area, a cosmopolitan, global financial center and gateway to thriving economies in Asia and the Pacific Rim (Bay Area Council membership, Bay Area MBA program further our footprint and influence in the region).
  - Immediacy to Silicon Valley, the world's hotbed of innovation and venture capital, and home to a growing number of UC Davis and UC Davis MBA alumni.
  - In fact, 10 of the Fortune 100 (and 5 of the Fortune 50) are headquartered in the Bay Area (Northern California), including iconic tech companies Apple and Hewlett-Packard, energy giant Chevron and banking leader Wells Fargo.
  - Benefits from strong partnerships built with industry frontrunners such as Intel, Hewlett-Packard, Gartner, Chevron, Agilent, PG&E, AT&T, IBM, Wells Fargo, PricewaterhouseCoopers, E. & J. Gallo Winery and Kaiser Permanente. They know the quality of UC Davis MBAs as key players in their success.
  - Napa Valley's internationally famous wine country (largely a result of UC Davis' world-leading research and contributions in viticulture and enology) and Lake Tahoe's majestic waters (monitored closely by UC Davis researchers) are only a short drive.
- **Faculty Quality**
    - Faculty ranked No. 13 worldwide for research productivity (*Financial Times* Global MBA 2014).
    - Twice ranked among the top 10 for faculty quality in the world. (No. 4 and No. 6, *The Economist* MBA rankings 2010 and 2011: Based on the ratio of faculty members to students, the percentage of full-time faculty members with Ph.D. degrees, and faculty rating by our students.)
    - No. 1 worldwide in Organizational Behavior (*Financial Times* 2007, No. 2 worldwide in 2008).
    - Top scholars among the most influential trailblazers in their fields. Examples: Brad Barber (behavioral finance); Steve Currall (organizational behavior, trust, corporate governance), Nicole Biggart, Kim Elsbach and Donald Palmer (organizational behavior); Chi Ling Tsai (statistics); Prasad Naik (integrated marketing); Shannon Anderson (accounting); Hemant Bhargava (information technology); Andrew Hargadon (innovation and entrepreneurship); Amy Myers Jaffe (global energy and sustainability).
    - Visiting professors and leading corporate executives who contribute experiential learning as guest lecturers and teach specialized elective courses. Examples include: Carl Schramm, Ciocca Chair in Innovation and Entrepreneurship; Harold Schmitz, Chief Science Officer, Mars, Inc.; Veteran high-tech executive Steve Newberry, Executive-in-Residence, CEO of Lam Research Corporation; and Nishith Mathur, Partner, IBM Business Consulting and IT Services Division.

- **UC Davis Offers the Best of Both Worlds: Top Ranked B-school and Research Powerhouse**
  - UC Davis ranked No. 9 among top public research universities in U.S. Five years in a row in the top 10. (*U.S. News & World Report 2014*).
  - No other university system boasts the quality and recognized excellence. Five UC campuses are in the top 10 U.S. public research universities (*U.S. News & World Report*).
  - Vast resources and interdisciplinary opportunities at an internationally renowned research university. (Examples of hands-on opportunities include: concurrent degree programs; Energy Efficiency Center Emerging Venture Analysts; Big Bang! Business Competition; Child Family Institute for Innovation and Entrepreneurship academies, start-up business development, technology commercialization programs.)
  - UC Davis is an enterprise for innovation with global leadership and expertise in converging issues of food, water, health, society, energy and the environment—all areas that the Graduate School of Management collaborates and serves as a catalyst to accelerate technology transfer and commercialization.
  - UC Davis is part of a world-leading Northern California research quadrangle that includes UC Berkeley, UC San Francisco and Stanford University, as well as University of California's institutional linkages to Sandia National Laboratories, Lawrence Livermore National Laboratory and Lawrence Berkeley National Laboratory.
  - UC is the fuel for California's future, touching every aspect of our lives through education, discoveries and economic impact. It is a global research powerhouse with 59 Nobel Laureates!
  
- **Diversity is a Core Value**
  - School-wide emphasis on diversity reflected by highest percentage of female faculty members of the top 100 business schools in the world (*Financial Times 2010, 2011*).
  - Initiatives led by Chief Diversity Officer build awareness of the importance of equity, inclusion and diversity across the School's community.
  - Strengthening relationships with partners and external programs, including the National Black MBA Association, the National Society of Hispanic MBAs, the National Association of Asian MBAs and the Forté Foundation.
  - Public policy impact: Our highly visible annual census of California's largest public companies reveals the underrepresentation of women in top executive roles and on board of directors. By tracking these results on an annual basis, we hope to change this trend.
  - One of only 10 other universities/business schools to join Catalyst, a national research and advisory organization working with businesses and the professions to build inclusive environments and expand opportunities for women at work.
  - Partnership with six UC business schools to organize the UC Summer Institute for Emerging Managers and Leaders, to help prep undergraduates at historically black colleges and universities to pursue graduate business degrees and careers in business. We hosted 54 undergraduates from across the nation in the program at UC Davis in August 2014.

- **MBA IMPACT curriculum**
  - Building a bold business future for students with one of the most innovative business school curricula in the world.
  - Reflects emerging trends in the business world and further integrates globalization, responsible business ethics and sustainability.
  - Anchored by Integrated Management Project and Articulation and Critical Thinking (IMPACT) core courses. Hands-on, 10-week team projects to solve strategic problems for client firms.
    - Recent corporate sponsor projects include Chevron, AT&T, Johnson & Johnson, Agilent Technologies, Hewlett-Packard and Wells Fargo Bank.
  - Enhanced, principled leadership program and career development training program.
- **Powerful and loyal global alumni network**
  - Across six continents, UC Davis MBAs are in prominent roles in global business as senior executives, managers and entrepreneurs.
  - High concentration of alumni in San Francisco Bay Area/Northern California. Tap into a worldwide network of more than 221,000 UC Davis alumni.

## **Core Message for Prospective Sacramento and Bay Area MBA Students**

The UC Davis MBA program in Sacramento and the Bay Area gives you the critical management, analytical and critical thinking skills you need to become a more effective manager and a confident business leader. Whether you look to accelerate your current career or launch a new one, you'll benefit from our transformative MBA experience with a proven return on investment. You'll collaborate with highly motivated, talented colleagues from diverse backgrounds and industry-leading companies. And you'll be able to immediately apply what you learn in the classroom at your work the next day.

### **Sacramento and Bay Area MBA-Specific Talking points:**

- *U.S. News & World Report* ranks UC Davis MBA among the top 8% of the 310 eligible AACSB-accredited part-time MBA programs (March 2014). Third consecutive year in the top 8%, at No. 25 overall.
- *Bloomberg BusinessWeek* ranks UC Davis Part-time MBA program among top 10% of AACSB-accredited programs (jumped 12 positions from No. 43 to No. 31 in most recent survey).
- Transformative learning experiences that will have a lasting impact and positive return on investment, with the strength of a University of California MBA degree.
- The UC Davis MBA Edge: Proven Return on Investment
  - 95% of graduates reported a salary increase with average salary increase of 35%

- Career transitions/moving up: 2/3 reported a job change, half promoted by current employer, half joined new companies/organizations
- Strong alumni network: 45% secured a position through a UC Davis MBA connection.
- You will work closely with internationally renowned professors who will know you by name.
- Convenient formats: Weekday evenings (Sacramento) or Fridays/Saturdays every other week (Bay Area).
- Same curriculum and world-leading UC Davis faculty as our Full-Time MBA Program.
- Opportunities for international study trips to emerging markets. Intensive, first-hand immersion in such countries as China, Chile, Czech Republic, Brazil, Ecuador, Germany, Hong Kong, Hungary, Mexico, Malaysia, Panama, Singapore, Thailand, Turkey and Vietnam.

**Plus, applicable Prospective Full-Time MBA Student talking points**

## **Core Message for Prospective Master of Professional Accountancy Students**

The demand for newly trained accountants is on the rise, presenting an exciting career opportunity in business. To meet this growing need, the UC Davis Graduate School of Management offers a nine-month Master of Professional Accountancy degree program. Our program meets and exceeds new State of California education requirements for Certified Public Accountant candidates. Graduates are being placed in the Big Four and top regional firms.

### **Talking points:**

- Welcomed charter class of 29 students in fall 2012. Welcomed 39 students in fall 2013. Expect nearly 50 in fall 2014.
- University of California degree gives you a competitive edge in the global job market, and long-term value for your career in the field.
- Finish in one academic year: Nine-month program exceeds new State of California education requirements for Certified Public Accountant candidates.
- Tremendous career potential: UC Davis Master of Professional Accountancy graduates are expected to earn a considerable return on investment with the rising demand for Certified Public Accountants, and the resiliency of the accounting profession in the economy.
- Established network to top accounting firms through faculty, alumni, staff and corporate partners.
- Internationally renowned accounting faculty and leadership. For example:
  - Executive Director Will Snyder is a former partner at Big Four firm Deloitte Haskins and Sells, and a professor who received more than three dozen awards for outstanding teaching at the Charles W. Lamden School of Accountancy at San Diego State University.
  - Faculty Director Professor Robert Yetman is an international tax expert who has been recognized with CalCPA's Outstanding Accounting Educator of the year award,

Professor of the Year at the Graduate School of Management three times, and was appointed to the California Ethics Curriculum Committee, which is responsible for determining the State of California Certified Public Accountant ethics educational standards.

## **Core Message for Prospective Undergraduate Technology Management Minor Students**

Technology management is a major catalyst in global economic development. Companies hiring science and engineering undergraduate alumni are increasingly looking for candidates with a broad range of skills, expertise and experience. Our Undergraduate Technology Management Minor teaches you management through the lens of the technology field. The program prepares you to excel as an innovative leader in today's highly competitive, technology-focused research and industry R&D arenas.

- This program has generated great interest and enthusiasm for UC Davis undergraduates to pursue careers in a range of industries with a technology focus. The program accepts new students by competitive application open in the fall, winter and spring quarters.
- Allows undergraduate students majoring in engineering and the biological and physical sciences the opportunity to complement their studies with courses in business and management.
- Courses include accounting, cost and quality management, finance, information technology, marketing, supply chain, and technology management.
- All Technology Management Minor coursework must be taken within two years of being admitted to the program.
- The coursework uses cases that focus on technology issues or firms and having class discussions center on these areas.
- We currently have 233 students in our Technology Management Minor and 360 alumni have completed the minor since 2004.

## **Benefits of Technology Management Minor for the School**

- Raises awareness of the School and our programs, both at UC Davis and in the marketplace.
- When our Technology Management Minors graduate, we consider them to be part of our alumni community and that increases our visibility in the organizations where they work.
- When employers see how prepared these Technology Management Minor graduates are, it reflects well on the management education they received at the School. These are bright individuals and we've seen firsthand how well they've done in their careers. Of course, we attribute at least some of their success to the education at the School.
- The program also develops a pipeline of candidates for our internationally ranked MBA program. Once students get a taste of business and see what a powerful combination technology and management make when taught together, they are energized to come back and compete their MBA. Each year we have Technology Management Minor graduates who return to UC Davis to complete their MBA.

## Overview for Prospective Donors

Our forward-thinking strategy involves planned investment across the academic enterprise in areas that will allow the School to establish a business model that is financially sustainable in today's uncertain economy and within the context of dramatically diminishing state support.

Two of the primary initiatives that are directly derived from the Strategic Plan include securing financial support to strengthen and expand faculty and innovative research; and greater reliance on endowment income from philanthropy.

**CONNECTING TO THE CAMPUS VISION:** A naming gift for the Graduate School of Management connects to all three goals of the campus' 20/20 Vision Statement— learning, discovery and engagement. Funds generated via a naming gift can be used to support faculty research through endowed chairs; one-time opportunity awards for faculty research; centers of excellence to support collaboration between campus units; management student fellowships; and programs to link students, faculty and the campus to non-profit organizations and profit-oriented corporations that would benefit from management information and expertise.

### **On Innovation and Entrepreneurship/Catalyst for Economic Growth:**

The UC Davis Graduate School of Management community is a powerful catalyst for innovative thinking that leads to economic growth and prosperity in our region and globally. Driving innovations in existing and new industries is critical to our nation's business-led economic revitalization strategy.

Our vision as a global business school is to spur new business and job creation, prepare innovative management leaders and accelerate investment and innovation through strong partnerships with industry. Every day, our UC Davis Graduate School of Management community of faculty, students, alumni and staff are making an impact at Fortune 500 firms, mid-sized companies and promising start-ups by helping to put into action new ideas.

These are just a few ways we're connecting with the business community to foster innovation:

- First and foremost at UC Davis, we're training and preparing talented, innovative business leaders—undergraduates, MBA candidates and Master of Professional Accountancy graduates—who are prepared to make a positive difference at their companies.
- Our alumni worldwide are catalysts for change in a wide spectrum of industries and around the world.
- *The Economist* ranks the diversity of corporate recruiters who seek our MBA graduates No. 1 in the world, reflecting the breadth of opportunities for our graduates.
- Our IMPACT MBA curriculum is anchored by a 20-week core course, Integrated Management Project, which gives our student teams hands-on experience providing innovative solutions to our corporate sponsors' most challenging business problems. The vast majority of our students' recommendations are implemented by these firms, ranging from startups to Fortune 50.

- Mike and Renée Child, two UC Davis alumni in the Silicon Valley who know the power of private equity and venture capital to fund innovative new start-ups, endowed \$5 million to name the UC Davis Child Family Institute for Innovation and Entrepreneurship, extending the reach and track record of six years of success of our Center for Entrepreneurship, which acts as a springboard to launch new ventures and commercialize life-changing research across UC Davis. We bring entrepreneurs together with angel investors, venture capitalist and veteran startup leaders to help push breakthrough technology and trailblazing concepts from lab to market.
  - The Institute has trained more than 1,100 researchers in academies and fellows programs that focus on helping them bring their innovations to market.
  - More than 50 companies have launched out of or been supported by the Institute.
- Institute-affiliated startups have raised more than \$90 million in funding to date. Professor Andrew Hargadon is co-founder of Davis Roots, a non-profit incubator for new ventures in downtown Davis to help start-ups spin off UC Davis technology/ideas. Davis Roots provides space and mentorship to help them develop and commercialize their new ideas.
- Dean Currall is a strong advocate for university enterprise zones, which are would offer incentives to build launch pads for start-ups and serve as landing areas for established companies to work more closely with research universities on bringing promising innovations from the lab to the market. At UC Davis, we're currently reviewing several concepts for such an Innovation Hub.

## **Our Commitment to Sustainability and Corporate Responsibility**

The Graduate School of Management has long been committed to driving positive change through the power of business, embracing community and ethical principles, and putting our collective ideas into action to build a better world. These core values are part of our mission.

Sustainability and corporate responsibility are woven into the very fabric of our culture, and the larger UC Davis community. Our new MBA curriculum deepens the integration of responsible business ethics, corporate citizenship and environmental sustainability. And we are widely recognized for pioneering research and teaching that ensures that business education is part of the solution to the challenges of globalization.

From helping to commercialize science and engineering breakthroughs, to applying new tools for socially responsible investing, UC Davis MBA students, faculty and alumni are innovative leaders, pushing for an inclusive, sustainable global economy.

Several examples of our collective commitment to the triple bottom line:

- **Our UC Davis Campus Home Reflects Our Values** – Maurice J. Gallagher Jr. Hall features a pioneering, eco-friendly design that is the first business school in California to earn the U.S. Green Building Council's Platinum LEED certification, the highest standard of excellence in green and sustainable construction.
- [Principles for Responsible Management Education](#) – One of the first 100 business schools in the world—among the first 20 in the U.S.—to adopt the United Nations Global Compact's first international framework for academic institutions to advance corporate social responsibility.

- **Thought Leadership** – Our expertise and initiatives advance the debate among educators, business, government, consumers, media, interest groups and stakeholders on critical issues related to clean technology, energy efficiency, global social responsibility and sustainability.
  - **Example:** Our partnership with CalPERS, the largest pension fund in the U.S., on the Sustainable Investment Research Initiative to research how environmental, social and corporate governance issues factor into investment strategies.
- **[Center for Investor Welfare and Corporate Responsibility](#)** – Promotes research, teaching, courses and student activities that bridge scientific and ethical principles in corporate practices.
- **International Recognition** – [The Aspen Institute’s Center for Business Education Beyond Grey Pinstripes](#) survey ranks UC Davis among the top 10% of MBA programs worldwide for integrating social and environmental stewardship into curricula and scholarly research.
- **Entrepreneurship Academies** – The [Child Family Institute for Innovation and Entrepreneurship](#) hosts the premier academic programs for commercializing sustainable technology innovations, and is a springboard for moving green tech research out of the lab and into the world.
- **[Sustainable AgTech Innovation Center](#)** – Within the Child Family Institute for Innovation and Entrepreneurship, this new center established in 2012 with \$1 million federal grant focuses on identifying and accelerating new ventures promoting sustainability in the agricultural field— including new agricultural practices, water and energy efficiency in production and food processing, advances in nutrition, food quality and safety, and new food products.
- **[UC Davis Energy Efficiency Center](#)** – Led by Professor Nicole Woolsey Biggart, the nation’s first university-based center of its kind offers opportunities to work with industry to commercialize cutting-edge, energy-efficient technologies.
- **Student Activities and Outreach** – From the [Davis Net Impact chapter](#)—one of the most active in the U.S., Gold level chapter—to the [Community Consulting Group](#) and our student-initiated ethics pledge, our students develop and promote programs that focus on integrity in business and community involvement.
- **Net Impact – 2014 Business as Unusual** – Net Impact chapter at UC Davis Gold rating, GSM ranked among top 25 in environmental sustainability and top 50 in social impact, nationwide.

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## Our Mission

As the UC Davis business school, the mission of the Graduate School of Management is to be a global leader in business and management research and education. As part of the world’s premier public university system, the University of California, we pursue significance, excellence and scholarly rigor in our research, teaching and service to society. We emphasize curiosity, creativity, and high standards in the generation and transmission of theoretical and practical knowledge relevant for for-profit and non-profit organizations.

## Our Vision

The vision for the School is to serve as an engine of economic prosperity in our region and globally. Economic prosperity involves wealth creation as well as fostering opportunities for upward economic mobility for all citizens. Promoting economic prosperity operates at two levels. First, the School must be a supplier of first-class business and management leadership to

public and private, medium- and large-sized organizations. Second, the School must act as a catalyst to help small, entrepreneurial companies bring innovations to market.

> [www.gsm.ucdavis.edu](http://www.gsm.ucdavis.edu)