

The Campaign For UC San Diego

At the University of California San Diego, challenging convention is our most cherished tradition. The Campaign for UC San Diego is a university-wide comprehensive fundraising effort to transform the student experience, our campus, and ultimately the way humanity approaches problems and develops solutions.



Rady School of Management

Limitless Leadership

Innovation for the greater good sparks our success. The Rady School of Management is a nexus for management research with economic impact. Our ethical, entrepreneurial leaders hone their skills and knowledge to make positive impact through novel, collaborative breakthroughs. We pioneer discoveries with our interdisciplinary peers and take our shared insights into local, national, and international markets. Since our founding 14 years ago, the Rady School has emerged as a key resource for the San Diego region; our upstart alumni have founded more than 115 companies, generating an estimated \$150 million in revenue per year and employing over 1,025 people.

Our grand vision puts San Diego at the epicenter of innovation for the next generation of limitless leaders. Rady's concentration in entrepreneurship and collaboration has led to rapid success — borne out by the outstanding achievements of its students, faculty, and alumni. This programmatic approach expands opportunities, enriches research and public engagement, and nurtures a culture that celebrates learning and leadership. Here, many of our students bring their science, engineering, and technology backgrounds to bear, partnering with thinkers and tinkerers across the campus to move UC San Diego discoveries to global markets.

Making room for startup stars means opening opportunities for growth. This is our moment to accelerate our master's degree programs by strategically expanding our degree offerings and assertively recruiting high-caliber applicants. And we must sustain and grow our faculty, while maximizing their contributions through agile initiatives in four areas: finance and accounting; marketing; innovation, technology, and operations; and economics and strategic management.

#1 full-time MBA

In the U.S. for intellectual capital
(*Bloomberg Businessweek*)

14th in the world

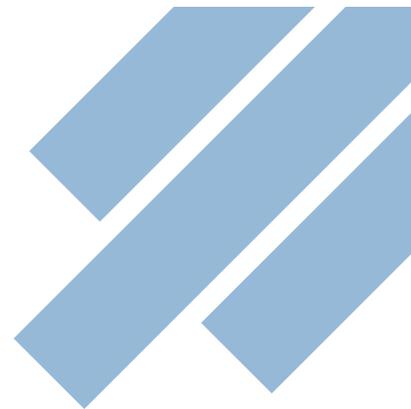
For faculty research
(*Financial Times*)

\$2 billion

Contributed to the regional economy
by Rady alumni-founded companies

Continue the nontradition.

Rady School of Management Priorities



Enhancing the student experience

- » **Fellowships** help recruit top-tier students, as well as free up funding for faculty recruitment and retention, research, and community outreach initiatives.
- » Expanding junior- and senior-level **endowed faculty chairs** is a direct investment in our high-quality instruction and research impact.
- » Our **student immersion and exchange programs** will open business and learning opportunities in emerging markets, especially in our focus areas of China and Brazil.

Enriching our campus community

- » **Centers of excellence** advance local industry by creating a symbiotic integration between faculty expertise, student opportunities for immersive learning, and connections to alumni and other leaders.
- » Our **Center for Real Estate** will provide opportunities for cutting-edge research and curricula that inform issues and projects vital to San Diego's future.

Sparking research and innovation

- » The **California Institute for Innovation and Development** coordinates enrichment programs for entrepreneurs driving economic growth.
- » The **Center for Business Analytics** offers students hands-on experience with large-scale data resources to thrive in contemporary business analysis.
- » The **Center for Social Innovation and Impact** combines rigorous business thinking and social innovation to solve grand challenges.
- » The **Center for Frontiers in Finance** provides access to state-of-the-art financial technology and distinguished faculty.
- » The **U.S.-Israel Center on Innovation and Economic Sustainability** promotes collaboration among students, businesses, entrepreneurs, researchers, and communities in Israel and San Diego, enabling new global market opportunities.
- » The **Center for Behavioral Economics** will help students and faculty research the personal decision-making process around finance and economics.
- » The **Institute for Supply Excellence and Innovation** provides crucial insights and education to industry partners, executives, policymakers, and the greater community.

Help us continue the nontradition.

With your help, UC San Diego will build the capacity of the regional economy, setting our students and state on a course of international leadership. The Rady School's entrepreneurial focus and location within San Diego's dynamic Torrey Pines Mesa uniquely positions our faculty and scholars to translate discoveries from the life sciences lab or engineer's workshop to impactful business applications. Together with your philanthropic support of the **Campaign for UC San Diego**, new generations of business leaders and social entrepreneurs will innovate for the greater good, creating limitless possibility in San Diego and around the world.

[Learn more at campaign.ucsd.edu](https://campaign.ucsd.edu)