empower
achieve
lead
An Innovative Approach to Business Education

Propelling Graduates to Successful Careers

The Technology Management Program (TMP) at UC Santa Barbara provides driven, innovative, and entrepreneurial students with a solid foundation in business principles and professional skills vital to their success after graduation. By welcoming students from all majors on campus, TMP adds vitality and diversity to its team-oriented and project-based curriculum. Students work under the guidance of dedicated faculty, practicing professionals, and experienced mentors. They are introduced to state-of-the-art business methods, strategies for successful technology commercialization, new venture creation, and best practices for fostering innovation. TMP also operates a number of co-curricular activities, including seminars, networking events, and career fairs in order to encourage personal development, technical innovation, and entrepreneurship.

TMP has become one of the most popular and successful educational programs at UC Santa Barbara, with broad impact on and off campus.

With an innovative curriculum and focus on preparing students for successful careers, TMP adds value to students’ primary degree programs.

TMP helps students find employment opportunities through its deep network of alumni, practicing professionals, retired executives, and experienced entrepreneurs.

TMP’s affiliated businesses and sponsors gain access to a strong pool of talented graduates who have combined technical and business expertise.

TMP graduates stimulate economic growth through technology commercialization and new venture creation.

an idea whose time has come

In 1999, The UC Santa Barbara College of Engineering introduced a campus-wide business plan competition, providing participating students with limited instruction and mentoring.

In 2004, The College launched the Technology Management Program as a formal education program, and formalized its Technology Entrepreneurship Certificate for undergraduates.

In 2005, TMP reenergized and restructured the Graduate Program in Management Practice (GPMP), a UC-approved certificate program emphasizing innovation management.

In 2006, TMP and the Donald Bren School for Environmental Science and Management launched the Eco-Entrepreneur Program for Bren School graduate students.

In 2013, TMP announced the approval of UC Santa Barbara’s first professional master’s degree program—a Master of Technology Management (MTM).

In 2015, The new MTM program will launch, integrating engineering research with the study of innovation, technology commercialization and organizational management.
Certificate Programs
for Undergraduate and Graduate Students

TMP’s certificate programs are open to UC Santa Barbara undergraduates, master’s degree students, and Ph.D. candidates from any major. These programs provide a path for innovative and dedicated students to gain in-depth understanding of cutting-edge entrepreneurial and business practices in global technology-based companies.

In addition to receiving traditional classroom instruction, TMP students interact with experienced technology industry professionals through mentored project-based learning and sponsored networking events. Throughout the academic year the nationally recognized TMP Lecture Series brings prominent industry leaders to UC Santa Barbara to meet with students, share lessons learned, and offer helpful career guidance.

undergraduate education
Technology Entrepreneurship

TMP courses are open to any upper-division undergraduate at UC Santa Barbara. For students who satisfy its requirements, TMP offers a UC-recognized Technology Entrepreneurship Professional Certificate in collaboration with UCSB Extension.

graduate education
Graduate Program In Management Practice

At the graduate level, TMP trains science and engineering students for successful management or entrepreneurial careers in technology-based companies. TMP courses complement traditional research-based training, placing emphasis on working within the constraints that markets and businesses impose on technological innovation. For students completing its requirements, TMP offers a graduate certificate recognized throughout the UC system.

a comprehensive proven curriculum

In preparing to enter the technology business world, TMP students gain a working knowledge of:

Interpreting Financial Statements
Business Strategy
Capital Budgeting
Opportunity Recognition
Market Segmentation
Targeted Sales and Marketing
IP Management
Business Planning
Strategic Communication
Teamwork and Leadership

“TMP is an invaluable bridge between engineering theory and the successful application of that knowledge to real world problems in a business setting.”

—Alumnus of TMP’s Graduate Program in Management Practice
Master of Technology Management
A New Professional Master’s Degree Program

In 2015 TMP will launch an intensive master’s degree program—the Master of Technology Management (MTM). This first degree of its kind at UC Santa Barbara is intended for exceptional students with engineering, science, mathematics, or quantitative social science backgrounds who have demonstrated the potential for leadership. This program will propel students with advanced technical qualifications to successful careers as innovative business leaders and entrepreneurs.

All students in the MTM program will participate in extensive technology commercialization projects. This invaluable experience will enhance communication and collaborative skills, improve operational performance, and instill the confidence needed for effective leadership during periods of change.

“[The MTM is essential in addressing the tech industry’s increasing demand for highly trained business and management leaders.]”
—Dean Rod Alferness, College of Engineering, UC Santa Barbara

advanced areas of study

The Master of Technology Management’s curriculum will include:

- Business Models in Technology-Driven Industries
- Opportunity Recognition in New Technology
- Markets, Competition and Technology Development
- Accounting and Finance for Rapid Growth Technology Environments
- Market Research under Uncertainty
- Project, Program and Operations Management
- Analysis For Business Decisions in High Velocity Environments
- Business Planning in Dynamic Markets
- Managing New Product Launches
- Special Concerns in Technology Commercialization—including Advanced Data Analytics, IP Management, Energy Efficiency, and Sustainability
The New Venture Competition (NVC) is UC Santa Barbara’s premier entrepreneurial experience, giving students a detailed understanding of how to launch their own successful technology start-up. Working in multidisciplinary teams under the guidance of mentors drawn from the region’s business and investment communities, young innovators learn how to identify and validate business opportunities, develop a market-tested business model, prepare detailed financial projections, assemble a founding team, deliver a compelling investor pitch, and much more.

Running through most of the academic year, the NVC begins in the fall quarter with events that promote team formation and idea generation. During the winter quarter, teams go through an intensive period of coursework and mentoring to refine their business concepts. The NVC culminates in a series of public events during the spring quarter, where teams present their ideas and business models to a panel of experienced professionals, competing for prizes and resources to launch their new ventures. The NVC experience has bred many start-ups that have gone on to become thriving companies. All NVC students learn leadership and management skills that they can apply either as entrepreneurs or employees in established companies.

TMP Alumni make waves in the tech-industry by launching successful enterprises and becoming the next generation of entrepreneurial leaders.

- **Inogen** creates and provides innovative products and services for oxygen therapy patients—serving a market of more than 25 million people in the United States.
- **Next Energy Technologies** is a leader in the development of next-generation organic photovoltaics, helping to make clean, affordable solar power available everywhere.
- **Phone Halo’s** TrackR device allows users to keep track of easily misplaced items through an app that runs on the iPhone, iPad, and Android devices.
- **aPEEL Technology** has developed a low-cost spray coating that dramatically reduces fruit and vegetable spoilage by blocking the natural processes of water loss and oxidation.
- **iCracked** offers on-demand, on-site iPhone, iPod, and iPad repair services and buyback through network of more than 300 certified, mobile technicians.
Making an Impact
Empowering Students to Change the World

TMP is dedicated to the development of business and innovation in an increasingly technology-based global economy. A vital part of that effort involves supporting the industry at all levels—locally, nationally, and globally. TMP identifies and collaborates with individuals and organizations—on and off campus—who help create economic growth. Those relationships drive innovation and excellence and are proving to have global impact.

TMP activities are strategically designed to help students achieve their goals and realize success in the business world. After more than a decade of effort, it has become clear that the program works. TMP graduates are distinguishing themselves in the workplace through hard work, innovative thinking, and their ability to function effectively in teams. These are key ingredients for successful technology commercialization, and important themes that permeate the TMP culture, curriculum, and activities.

“At RightScale we depend on TMP as a steady source of smart and practical new talent. TMP graduates bring with them a combination of energy, theoretical background, and practical skills that set them apart and help them become productive quickly. Our company would not exist as it does today without them!”

—Michael Crandell, Founder and CEO of RightScale, Inc.
A New Executive Learning Center

To support its new professional master’s degree program, TMP must have facilities and instructional capabilities that put it on par with established business schools at other major universities. This facility will attract and serve top-tier faculty and students, while meeting the needs of guest lecturers and corporate partners.

Accordingly, TMP and the College of Engineering have identified a site on the UC Santa Barbara Campus that, over the next 12 to 18 months, will be revitalized and transformed into a new Executive Learning Center. The facility will house TMP’s faculty and administrative offices, and include space for lectures, special events, and social gatherings.
**It’s Good Business**

Helping Graduates Innovate and Own the Future

While the Technology Management Program has made great strides and enjoyed much success in its mission to educate the students of UC Santa Barbara, you can help it accomplish even more. TMP enthusiastically invites philanthropic investors to help it realize its full potential, and expand the opportunities for future generations of UC Santa Barbara graduates.

Opportunities to Make A Difference

TMP welcomes commitments of support at all levels, and will work to align that support with your areas of greatest interest and passion. Areas of highest priority for annual and endowed support are:

- Recruitment and retention of outstanding faculty with expertise in business, technology, innovation, and entrepreneurship
- Establishment of a new Executive Learning Center—a state-of-the-art venue for TMP instructional activities
- Undergraduate and graduate student support, improving access for talented students to take advantage of this outstanding educational opportunity
- Visiting Scholars and Practitioners’ Lecture Series, featuring talented executives and entrepreneurs
- Sponsoring or endowing the New Venture Competition, TMP’s flagship entrepreneurial program and showcase for innovative new technologies on campus
- Many priorities offer prestigious recognition and naming opportunities.

**TMP has far-reaching impact**

**A UNIQUE PERSPECTIVE** – With its focus on technology commercialization and teamwork, TMP stands apart from other university business programs.

**A VITAL STUDENT RESOURCE** – TMP helps students develop professionally and enhances their employment prospects.

**A REGIONAL ASSET** – TMP is poised to become the center of professional business education on California’s Central Coast.

**A SOURCE OF TALENTED INNOVATORS** – Graduates of TMP are highly qualified and much sought-after by employers.

**ADVANCING MANAGEMENT PRACTICE** – Scholars and industry professionals working together to better understand the science and management of technology innovations and new venture creation.

**TURNING IDEAS INTO VIABLE BUSINESSES** – In ways both large and small, TMP helps turn scientific discoveries and advances into successful enterprises that drive economic growth and improve our country.

Your philanthropic commitment to TMP will help us grow this innovative and important program. All gifts to TMP contribute toward the goals of The Campaign for UC Santa Barbara, the first comprehensive campaign to raise private funds to ensure UC Santa Barbara’s excellence for future generations. To learn more about investment opportunities, contact: Grant Kirkpatrick, Director of Development, Engineering and the Sciences, UC Santa Barbara grant.kirkpatrick@ia.ucsb.edu 805.893.5650

Thank you for your interest and your support.
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