

Rady School at UCSD Announces Collaboration with European Business School to Offer Courses in San Diego

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The Rady School of Management at UC San Diego today announced an exciting collaboration with INSEAD, a European business school, to offer executive education courses at the Rady School. In 2005, *Business Week* ranked INSEAD second in the world (to Harvard) for open enrollment executive education programs and this collaboration brings one of its programs to the United States for the first time.

The program "Business Strategy for Human Resource Leaders" will be offered June 5-7, on the UC San Diego campus. The course will be taught by Philip M. Parker, Ph.D., professor of innovation, business and strategy at INSEAD. The focus of Parker's work is global competitive strategy and he will bring his expertise to San Diego and the Rady School.

"We are looking forward to collaborating with INSEAD on this program," said Rady School Dean Robert S. Sullivan. "The Rady School's focus on growth and innovation, make it an ideal environment for this course, which will provide participants with the skills to become valuable strategic partners on their executive leadership team."

Many businesses, from large Fortune 500 companies to small start-ups, call San Diego home. In this entrepreneurial environment, the business strategy program will provide the skills needed for strategic leadership in local, national and international companies. Program participants benefit from the global expertise of INSEAD faculty, while the Rady School's collaborative atmosphere makes it an ideal place for a joint executive education program. Additional joint program offerings are planned for the future, including "Telecommunications Strategy and Marketing," another popular INSEAD course, which will run in January 2007 at the Rady School.

The "Business Strategy for Human Resource Leaders" program has been very successful when offered in France. Companies who attended this program in the past include Coca-Cola, Dubai Cable Company, Giant Stores Trading Company, Hansabank, Philip Morris International, Tata Iron & Steel, The Diamond Trading Company and Turner Broadcasting.

The Rady School at UC San Diego offers a revolutionary MBA program and executive education courses that grow innovators into successful business leaders. Situated in San Diego's globally recognized hotbed of innovation, the school is uniquely poised to offer access to both cutting-edge research and a fully engaged business community. The Rady School presents an integrated approach to business and technology and emphasizes cross-boundary collaborations and joint degree programs with UC San Diego centers of excellence: science, engineering, medicine, economics and international relations. The Rady School draws upon UC San Diego's tradition of risk-taking and breakthrough innovation to recruit the top educators and students in the world.

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